# Advertising Age

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*Oleo Imbroglie . . .*

## 'Polyunsaturated' Is Margarine Battle Cry

### Corn Products, Lever, P&G in Anti-Cholesterol Derby Despite Strictures

By Milton Moskowitz

*(For more news on the saturated fat battlefront, see story on Page 12.)*

NEW YORK, Aug. 31—Food marketers are scrambling to get on the polyunsaturated bandwagon.

Medical evidence linking heart disease to consumption of animal fats has opened the gates to a flood of products claiming the nutritional benefits of polyunsaturated oil.

Corn Products Co., one of the first to join this "beat cholesterol" crusade, announced today that it has changed the formulation of its Nucoa margarine to "make it the first popularly priced margarine to contain polyunsaturated liquid oil as its major ingredient."

Packages have been relabeled "New Nucoa," and the brand will be heavily promoted this fall with a polyunsaturated theme. As a matter of fact, Corn Products has devised for use in television commercials an elfin "Polly" symbol to identify Nucoa's polyunsaturated qualities.

■ Procter & Gamble, no slouch at spotting a trend, has also announced a change in the formulation of Crisco, the nation's leading shortening. Packages have been relabeled "New Crisco," with P&G claiming that the new product "offers consumers a shortening with twice the preferred unsaturates of other leading all-purpose shortenings."

Lever Bros., marketer of Spry and two leading margarine brands, Imperial and Good Luck, also indicated this week that it will soon have an entry in this cholesterol derby.

Kraft Foods, another major margarine marketer with its Parkay, Deluxe and Miracle brands, also has embraced the cholesterol theory. Liquid vegetable oil has already been added to Parkay, and the company is now transforming its Deluxe brand into a corn oil margarine. Ads set to run next month point out that Deluxe is a "new kind of 100% corn oil margarine." Kraft will point out that "this one has *liquid* corn oil in every pat," thereby providing "the nutritional benefits of the polyunsaturated lineolates of liquid oil."

Behind this big switch to polyunsaturates is the growing amount of medical evidence showing a relationship between heart ailments and the amount of cholesterol in the blood. Cholesterol—a fatlike, waxy substance—is produced in the body by various organs. Saturated fats—such as butter or the fat in meat—tend to increase blood cholesterol. The polyunsaturated fats, which tend to diminish blood cholesterol, are found in fish, poultry, and liquid vegetable oils (corn, cottonseed and soya).

■ The American Heart Assn. has officially endorsed the cholesterol theory. In a policy statement last year, the association advised consumers that "reasonable substitution" of vegetable oils and other unsaturated fats for animal fats in the diet might be helpful in preventing hardening of the arteries and "lessening the risk of heart attacks and strokes."

Despite this statement, companies making products high in polyunsaturated fats have been enjoined by the Food & Drug Administration from using cholesterol claims in their advertising. As a result, ads for vegetable oil products have been skirting the issue, using a "more nutritional" or "good for your family" theme. The word, "polyunsaturated," has been used widely to describe a number of products—and it now seems that it will come in for even heavier play in the coming months.

■ At least three companies—Corn Products; Standard Brands; and Wesson Oil & Snowdrift Sales—have been using medical journals to reach doctors with their messages. And Corn Products has followed this up by including an "Ask your doctor" suggestion in its consumer ads for Mazola.

Wesson has been one of the most aggressive promoters of the polyunsaturated theme, with ads identifying Wesson as the "poly-

*(Continued on Page 68)*

## 1st Quarter Spot TV Skid Arrested in 2nd Quarter

### TvB Expects Total Spot Billings of $625,000,000 for Entire Year of 1961

NEW YORK, Aug. 30—The spot tv slide which started during the first quarter of this year was arrested in the second quarter when gross time billings totaled $160,599,000. The spending level gained slightly (.04%) over the second quarter, 1960, on the basis of stations included in the sample for both periods.

Television Bureau of Advertising, which releases the quarterly spot estimates on the basis of data supplied to N. C. Rorabaugh Co. by stations, has predicted that the curve will continue to move upward. TvB expects the total billings for 1961 to total $625,000,000 for a respectable gain over 1960's $616,700,000.

While spot television has been having difficulty maintaining pace, network, now strongly competitive to spot because of its multiplicity of "spot carriers," and a variety of scatter plans and rotation setups,

*(Continued on Page 73)*

LEARN TO BOWL—*Buried at the end of the copy is the offer of a free AMF bowling lesson with each "sportknit" shirt in this Manhattan Shirt Co. ad running in the Oct. 12 Sports Illustrated and November American Bowler. Daniel & Charles is handling the campaign.*

## Tatham-Laird Gets Entire Butter-Nut Coffee Account

OMAHA, Aug. 31—The advertising account of Butter-Nut coffee will be consolidated with Tatham-Laird, Chicago, effective Jan. 1. For the last three years, Tatham-Laird has handled Butter-Nut's Midwest advertising, and D'Arcy Advertising, St. Louis, has been responsible for advertising the coffee in the seven western states.

The D'Arcy portion of the account is estimated in the coffee trade to have billed about $900,000. The campaign in the West was marked by heavy use of radio, some spot tv, and newspapers and outdoor in selected markets. It stressed instant coffee, and an instant tea was set for intro-

*(Continued on Page 74)*

## JWT Adds $17,000,000 L&M Slice from D-F-S

### Losses in Market Share, Thompson's Chesterfield Work Seen as Reasons

NEW YORK, Sept. 1—Liggett & Myers Tobacco Co. today switched the $17,000,000 L&M cigaret account from Dancer-Fitzgerald-Sample, where it had been for six years, to J. Walter Thompson Co.

At Thompson, L&M will join Chesterfield—which was moved to Thompson in May from McCann-Erickson.

In four months, J. Walter Thompson Co. has acquired close to $30,000,000 in cigaret billing.

The reasons given for the account switch were varied:

• The company's disappointment at the over-all performance of the L&M brand, which has made no significant advances since 1957, and has lost share of market.

• Changes within the company—B. F. Few retired as president in the fall of 1959, and it was Mr. Few who induced D-F-S president Clifford L. Fitzgerald to supervise personally the L&M brand; William A. Blount has been president until recently, when he moved up to chairman of the board; and this week a number of executive changes were announced.

• Corporate problems—earlier this year Mr. Blount described a quarter's sales and earnings record as "humiliating"; in 1960, net sales for the company declined 2.1%. Mr. Blount took the rap personally for some of the performance at a stockholder's meeting.

"You can blame me for some of it," he said, attributing other factors to decisions made years ago.

• A strong impression made by J. Walter Thompson Co. in its brief tenure on Chesterfield. The first campaign is just breaking *(see story on Page 6)*. Tobacco men also hear that JWT and Liggett & Myers are discussing a new menthol cigaret, tentatively called Lark, which may be launched either to sell along with Oasis, or replace Oasis (which lost sales in 1960).

The company has made most of its investments for L&M in television; its sponsorship of "Gunsmoke," and the use of star James Arness in commercials, is believed to have cut a pattern in the tobacco field. In recent months it swung away from "live modern," to a lilting jingle recounting that "L&M has found the filter that unlocks the flavor in a filter cigaret." The jingle was the subject of a print contest earlier this spring.

■ Viewed objectively, L&M has probably been the most successful brand in the company's roster. The fourth-ranking filter in the U.S. last year, the brand had more than doubled its sales in five years. Volume in 1958 was about 2 billion units below '57, but rose to some 25 billion units in 1959, and kept at that level again last year.

But sales in the first six months this year, industry sources indi-

*(Continued on Page 66)*

## Last Minute News Flashes

### *Florida Citrus Asks Bates, Kastor, KM&J to Bid*

LAKELAND, FLA., Sept. 1—The Florida Citrus Commission today picked Ted Bates & Co.; Kastor, Hilton, Chesley, Clifford & Atherton; and Keyes, Madden & Jones to make presentations Oct. 11 and 12 for its $3,128,000 account, presently with Benton & Bowles *(see story on Page 3)*. Harold S. Gardner, commission ad manager, said Bates and Kastor, Hilton, which last week lost Minute Maid and Snow Crop, respectively, to McCann-Erickson (AA, Aug. 28), "very fortunately" became eligible via the switches. He termed it a "break" to hear a "substantially improved list" with "successful experience in our field." Keyes, Madden and Kastor, Hilton, and another citrus hopeful—Grant Advertising—have Florida offices; others vying are Benton & Bowles; Campbell-Ewald Co.; and Lennen & Newell.

### *Brown & Williamson to Compton for New Brands*

LOUISVILLE, Sept. 1—Brown & Williamson Tobacco Corp., which introduced two new brands (Kentucky Kings and Belair) last year, has retained Compton Advertising "in considering the introduction of new brands." John W. Burgard, vp and ad director, told ADVERTISING AGE the specific brands to be introduced had not been selected yet, but the company wanted to be ready to move quickly into the market. "It's that kind of a market," he said. With the exception of Raleigh cigarets and Sir Walter Raleigh smoking tobacco, handled by Keyes, Madden & Jones, all B&W brands are lodged with Ted Bates & Co.

*(Additional News Flashes on Page 65)*

## Colgate Tests Second Fluoride Dentifrice Brand

### Ted Bates Handling Test; Company's Been Testing One via D'Arcy

NEW YORK, Aug. 30—Colgate-Palmolive Co. is using two agencies to test market virtually the same product.

Barely three weeks after announcing entry in the stannous fluoride dentifrice derby with Cue (AA, Aug. 14), Colgate this week reported that it will also market Colgate Fluoride in Kansas, Oklahoma and western Missouri.

The agency for Colgate Fluoride is Ted Bates & Co., the company's No. 1 agency (handling Colgate toothpaste). The Cue agency is D'Arcy Advertising, which also has Halo and Cashmere Bouquet.

Cue is a white dentifrice, while Colgate Fluoride is blue. Primary

PRODUCT'S THE SAME—*The name is different and Colgate Fluoride is blue-colored, but otherwise, these two stannous fluoride toothpastes are the same.*

purpose of the blue color, the company said, is to distinguish it from Colgate dental cream (blue is also the color of Procter & Gamble's Crest). Advertising plans were

*(Continued on Page 67)*

# Pontiac, Chevrolet, Plan '62 Model Debut Drives Despite Strike Threat

### Pontiac Push Opens Sept. 21, with Sales Aim of 500,000 Units

PONTIAC, MICH., Aug. 29—Pontiac division of General Motors Corp., aiming for near-record sales of 500,000 cars, will kick off the 1962 model year on schedule with newspaper, magazine, outdoor, radio and tv campaigns.

Strike or no strike, the division plans to go through with its announcement ads, beginning Sept. 21 for the full-size Pontiac and Sept. 22 for compact Tempest. But Pontiac is prepared to pull everything back if a strike should cut off the flow of new vehicles.

S. E. Knudsen, vp and division general manager, said there will be enough new cars on hand by the Sept. 6 strike deadline to give all dealers a good sampling.

■ Pontiac and its agency, MacManus, John & Adams, have mapped out separate ad campaigns for its two car lines. In addition, separate announcement ads are planned for the Grand Prix and Le Mans sports cars in October.

The newspaper schedule lists nearly 4,000 dailies and weeklies in all major markets and covering every Pontiac dealer point. Page ads for Pontiac will run the evening of Sept. 20 and morning of Sept. 21, with pages for Tempest running Sept. 21. For follow-up, a 10-week continuity is planned in a reduced list.

■ A color spread in *Life, Look* and *The Saturday Evening Post* will feature both Pontiac and Tempest during announcement week. Thereafter, each car will use its own magazine schedule.

Pontiac will run color pages in *The New Yorker, Newsweek, Sports Illustrated, Time* and *U.S. News & World Report*. Tempest will have color pages in *Esquire, Hot Rod, Mechanix Illustrated, Motor Life, Motor Trend, The New Yorker, Popular Mechanics, Popular Science* and *Sports Illustrated*.

■ Pontiac is planning no tv spots, but a Victor Borge special on NBC-TV Sept. 27 will feature the '62 cars, and "Surfside 6" (ABC-TV) will carry the new car commercials. Pontiac will use spot radio on 231 stations in 108 markets for four days at announcement time.

For the first time, Tempest will have its own outdoor campaign. The division is planning its largest outdoor showing in history, although all the confirmations are not in to give a total number of showings. Pontiac and Tempest will split the total about 50-50.

The week of Oct. 1, the Pontiac Grand Prix, a bucket seat, high performance sports car, will get a separate announcement with color pages in *Car & Driver, Esquire, Holiday, Life, The New Yorker, Road & Track, Sports Illustrated, Sunset Magazine* and *Town & Country*. The following week, the Tempest Le Mans sports coupe and convertible will bow with color pages in *Life, Look, The New Yorker, The Saturday Evening Post* and *Sports Illustrated*.

■ Mr. Knudsen, in previewing the new models for the press, said Pontiac closed out the '61 model run by building 239,852 full-size cars and 100,783 Tempests for a total of 340,635 units. This was down from the 1960 total of 396,716 units, all Pontiacs. The division set a record in 1955 with 500,007 units registered. #

### Multi-page Newspaper Ads Scheduled for Chevy; New Chevy II Bows

DETROIT, Aug. 30—Chevrolet will announce its 1962 truck line in 6,700 newspapers Sept. 22 and its new passenger car line, including the intermediate size Chevy II in 7,200 newspapers the following week.

Passenger car newspaper ads will break the evening of Sept. 28 and the morning of Sept. 29, and magazine, radio and tv campaigns will be pegged to the Sept. 29 dealer introduction date. For selected top market newspapers, the announcement ads will consist of a color page plus three b&w pages (AA, Aug. 21). Secondary newspapers in these markets will get either three-page or one-page insertions.

The secondary market group will receive three-page newspaper announcements, with the next market category getting a single page ad. The balance of the newspaper markets will get ads varying in size from 770 to 2,016 lines.

■ The Sept. 22 truck ads will range in size from 448 to 2,016 lines, depending on the size of the specific truck market.

For the truck announcement, Chevrolet has scheduled a color spread in 18 consumer and farm magazines. In addition, a 12-page insert will run in selected vocational magazines, and two facing b&w page ads will run in 67 other vocational publications. Page b&w ads will appear in 39 state trucking publications.

For the passenger car announcement, five consecutive pages will be used Sept. 29 in *Life, Look* and *The Saturday Evening Post*. Four-page ads are slated for *The New Yorker, Newsweek, Reader's Digest, Sports Illustrated, Time* and *U.S. News & World Report*. The balance of the magazines on the schedule will receive units ranging from a color spread to a b&w page. Chevrolet plans to use 44 consumer magazines, in varying degrees, for the follow-up schedules.

■ Starting with the Sept. 29 an-

(Continued on Page 65)

HARD LIQUOR ON TV—*As the camera moves in for closeup on the bottle and ten-year emblem, the voice over copy enthuses: "A full ten years aging goes into America's most magnificent bourbon, Old Hickory. Ten years light, ten years mellow. Unmatched for quality." The video shifts to slide number two and the voice over continues: "Produced by Old Hickory Distillers Co., Philadelphia, and is 86 proof, straight bourbon whisky. America's most magnificent bourbon is Old Hickory." This 20-second spot was carried briefly on a Florida station, which canceled later out of fear of adverse reaction from Washington. It currently is running on KINY-TV, Juneau, Alaska.*

## *Goodrich Forms New Consumer Marketing Unit; Hires Drisler*

AKRON, Aug. 31—B. F. Goodrich Co. has established a new division which will handle the marketing of all of the company's consumer products with the exception of tires and footwear.

W. A. Drisler Jr.

The new division will be headed by William A. Drisler Jr., who has joined Goodrich as vp-marketing, consumer products. Mr. Drisler formerly was president of Burlington Balfour Mills and group manager for Adler Co., Cincinnati, both subsidiaries of Burlington Industries Inc.

Mr. Drisler will report to P. W. Perdriau, president of the new unit, who also is president of B. F. Goodrich Industrial Products Co. Mr. Drisler, who will maintain his headquarters at 300 Park Ave., New York, currently is engaged in hiring executives to work with him in the new division.

■ Mr. Perdriau said that the new organization "reflects our decision to expand our consumer product lines and to pursue more aggressively the development of new business in the consumer field." He pointed out that the regrouping and strengthening of selling organizations from other company divisions is also designed to provide Goodrich with more efficient service for customers.

■ The new unit will handle the marketing of such products as resilient floor tile, Koroseal upholstery, wall covering and flexible materials, furniture cushioning materials, pillows, mattress cores, carpet cushion, ice buckets, marine products, rubber bands and prescription accessories. Marketing responsibilities for these products in the past rested with the various Goodrich divisions which manufactured them.

The move does not affect Don C. Miller, who continues as vp of marketing for corporate activities. Goodrich revealed that it had hired a marketing executive who will head up tire activities but declined to name the man. #

### *Patio Foods Names F&S&R*

Patio Foods Inc., San Antonio, producer of quick-frozen and canned Mexican foods, has named Fuller & Smith & Ross, Fort Worth, to handle its entire account. Initial ad plans call for a full-color ad in the October issue of *Good Housekeeping* and tv, radio and newspaper campaigns in 20 major markets. F&S&R handled test campaigns for Patio earlier this year. Waghorne, Schwerke & Associates, San Antonio, is the former agency.

# Kennedy Boosts Bill Giving FTC 'Desist' Power

*(For another view on the proposal to give injunctive power to FTC, see editorial on Page 16.)*

WASHINGTON, Aug. 31—Legislation giving the Federal Trade Commission authority to issue temporary cease and desist orders got a strong boost today when President Kennedy sent a special letter to Congress urging "expeditious and favorable" action.

The letter was addressed to Rep. Oren Harris (D., Ark.), whose committee on interstate and foreign commerce held two days of hearings on the proposal last week (AA, Aug. 28). FTC Chairman Paul Rand Dixon is eager to see the bill passed but has indicated that he may not have time for further hearings at the present session of Congress.

The President told Rep. Harris the operations of the FTC are bogged down "by delays in litigation and an increasing backlog of cases." He said recent organization and procedural changes won't be enough.

■ President Kennedy acted in behalf of FTC at a time when Chairman Dixon has been pressing Congress for a number of new items of legislation giving the commission more power. Only yesterday, he departed from previous FTC policy, and told a House anti-trust subcommittee that he would like to see Congress push ahead with legislation to eliminate price advantages enjoyed by direct-buying retailers.

The chairman conceded that the so-called "functional discount bill" (H.R. 3465) now before the anti-trust subcommittee to achieve this result is administratively unworkable. But he said FTC favors the principle of the bill, and he is willing to help draft a substitute.

■ Both the President and Chairman Dixon have been emphasizing the need for a stronger FTC to protect "small business."

In his letter today, the President said FTC is powerless now to halt allegedly illegal practices until the termination of frequently protracted proceedings.

"As a consequence," he said, "small business men who are so often the target of discriminatory and monopolistic activities are often irreparably injured or destroyed long before the lengthy

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# Highlights of This Week's Issue

**Libby, McNeill & Libby** joins with Marineland of the Pacific to promote a consumer contest billed as the most extensive and first "purely local" promotional effort in the food company's history. ..... **Page 4**

**Heath Co.**, division of Daystrom, appoints Jaqua Co. to handle its $500,000 account. ..... **Page 6**

**Ferry-Morse Seed Co.** will adopt a "new look" in its advertising this fall, with ads featuring full-color illustrations of a salad loaded with various kinds of vegetables and also a supermarket shopping cart filled with fresh vegetables. ..... **Page 8**

**Television Enterprises Corp.** offers network and independent television stations a program-leasing arrangement which provides that a station, in return for exclusive use of various tv shows, would share advertising and other earnings derived from the program with the distributor. ..... **Page 18**

**Martin-Senour Co.** will launch a fall magazine and newspaper campaign for its line of "living colors" in September. ..... **Page 24**

**J. Davis Danforth**, former exec vp and director of Batten, Barton, Durstine & Osborn, has been appointed vp for client relations of Curtis Publishing Co. ..... **Page 30**

**Pelaco Ltd.** uses hep talk in its advertisements to overcome the image of Pelaco shirts as a longtime brand that is strictly for squares. ..... **Page 32**

**Dentists of British Columbia** turn to advertising to help meet the shortage of men in their profession. ..... **Page 36**

**United Biscuit Co. of America** plans to unify its six regional divisions into a single centralized operation, which may eventually mean a single brand name. ..... **Page 47**

**Philadelphia Inquirer** study indicates the importance of making call-backs to reach people who were not at home originally. ..... **Page 50**

**Chas. Pfizer & Co.** maintains that vigorous competition tends to result in price uniformity. ..... **Page 53**

**Leo Burnett**, chairman of Leo Burnett Co., discusses the many obstacles which an ad must face after it has been written, emphasizing that the best ad is no ad until it has been okayed by the client and actually printed, aired, posted or whatever. ..... **Page 55**

**William Capitman**, president of the Center for Research in Marketing, says the popular picture of a frolicsome family sitting down to a jolly, hearty breakfast is strictly a remnant of the past, breakfast nowadays being a weak and subdued meal where people don't want to get involved in anything that requires thought or energy. ..... **Page 64**

**Discount operators** are warned that low pices, alone, will not be enough to carry the promotional ball among discount houses in the future, because sooner or later everyone will have them. ..... **Page 69**

**Lebhar-Friedman Publications**, publisher of Chain Store Age, will launch a new bi-weekly, **Discount Store News**, next January. ..... **Page 72**

**Price Waterhouse & Co.** report shows that national spot radio gross time billings dropped 4.7% during the first six months of 1961. ..... **Page 73**

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# Partners Choice Whisky Returns to Magazines

NEW YORK, Aug. 31—National Distillers Products Co. is putting Bellows Partners Choice whisky back into magazines in September, after an absence of several years.

While the newspaper schedule of 1,000-line ads in key markets continues, Partners Choice will use b&w pages in *Esquire, Playboy, Sports Illustrated, Time* and *True*. The campaign runs from September through next year.

The magazine ads will follow the newspaper theme—"Choice of people going places."

In addition, "overdoor" transportation ads will be used in Boston, Philadelphia and New York.

The campaign is being handled by Kudner Agency. #

# Shell Tests May Alter Media Mix

### Oil Marketer Cuts Back Newspaper Use in Some Cities to Use Air Media

NEW YORK, Aug. 31—Shell Oil Co., which leaped into advertising headlines earlier this year by pouring its entire 1961 budget of $13,000,000 into newspapers, has embarked on a "media exploration" in some 13-14 "control markets" which includes testing the use of tv and radio.

The control areas, which are being closely checked by Shell throughout 1961, have been set up with three different media mixes: (1) All newspaper; (2) combination radio and tv; (3) tv only.

According to reliable estimates, Shell has not changed its over-all budget to create the testing procedures. The company's official position is that these are being followed "to determine which media will fit the marketing objectives, and also to find out how to get the most for our advertising dollars."

Added Shell: "It is obvious that what occurs here will influence our 1962 appropriation."

■ Shell did not name the cities it is testing in. ADVERTISING AGE learned, however, that they range in size from Peoria to Los Angeles. Others whose newspaper schedules have either been terminated, or whose mix now includes broadcast only, are Tampa, Fresno, Cincinnati, Columbus, Birmingham, Syracuse, San Diego, Providence, Evansville, Phoenix, Akron and Toledo.

In radio, Shell is running anywhere from 10 to 20 one-minute or 30-second spots a week in Los Angeles, Birmingham and Syracuse. The schedules began in mid-August and are set through mid-October.

Spot tv schedules of 10 and 60 seconds have been under way since mid-August and will run through the rest of 1961 in these markets: Peoria, Phoenix, San Diego, Fresno, Birmingham, Cincinnati, Evansville, Syracuse and Tampa.

■ The West Coast area, in particular, has been singled out by Shell for some special attention, because of the swell of independent gas producers—selling at what amounts to discount prices—along the seaboard. While Los Angeles experiments are broadcast-oriented, it is believed that Shell will reenter some of its print space there to avoid short rate charges from "some very attractive newspaper discounts we have obtained out there."

A relatively large number of newspapers have been eliminated from Shell's schedule around Los Angeles because of the "complex of communities which comprise the market."

Shell and its agency, Ogilvy, Benson & Mather, have been firm in specifying that the oil company's tests are "not being conducted because we are dissatisfied" with the previous media alignment. The consensus is that "it is normal to test different approaches."

The company refused to comment on reports, emanating from some newspaper representatives' offices, that broadcast men—notably in the mid-South—had been pressing Shell district managers and dealers to demand a return to the airwaves. Across the board, however, the newspaper representatives' feelings tended to be that their industry had "girded itself" for this—but tv and radio "nevertheless keep hammering away." #

# *Mayes Named McCall Corp.'s President; Langlie Is Chairman*

NEW YORK, Aug. 31—Herbert R. Mayes, who took over the editor's chair of *McCall's* in November, 1958, then charted its meteoric rise among women's magazines, today was named president and chief executive officer of McCall Corp.

Herbert R. Mayes Arthur B. Langlie

Arthur B. Langlie announced that he had relinquished the presidential post to Mr. Mayes and would assume the position of chairman of the board. Mr. Mayes will continue to function as editor of *McCall's* "for the time being."

The bespectacled, wavy haired president had served as editor of *Good Housekeeping* for 20 years before stepping into the *McCall's* slot in the course of a massive executive reorganization of the magazine. Mr. Mayes subsequently piloted the book along modern lines, big-picture, bleed and all, and carried its circulation base from 5,344,245 in November, 1958, to an expected delivery of 8,000,000 in December of this year. He has breezily estimated it at 11,000,000 by 1965.

■ *McCall's* ad revenue the year Mr. Mayes stepped in was $18,390,989. It was $31,545,130 in 1960, and for the first nine months of 1961 was $26,580,000—25.1% more than the same period a year ago.

Mr. Mayes said no editorial or advertising changes are contemplated as a result of his assuming the presidency. Asked whether *McCall's* ban on liquor ad policy would be altered. He told ADVERTISING AGE: "It will be the same it has always been. No liquor." He added that a statement he made in 1958 ("The editorial operation is going to be run my way. The terms of employment here are pretty much my own") still stands. "The situation couldn't be nicer," he said today.

Who would succeed Mr. Mayes as editor—if such a step comes to pass—was undetermined. However, in June, *McCall's* named John Mack Carter, previously editor of *American Home*, as executive editor. At a July press conference Mr. Mayes quipped, in reference to Mr. Carter: "Well, someone has to be around in case I get hit by a truck." #

### *Four Stations Change Hands*

Federal Communications Commission has approved the transfer of radio stations KPRO, Riverside; KREO, Indio; KROP, Brawley; and KYOR, Blythe, all in California, from Imperial Broadcasting System to KPRO Inc., KREO Inc., KROP Inc. and KYOR Inc. The corporations are all located in the same towns as the stations. Sale price was announced at $450,000 plus.

### *Quentin Harvell Joins AFA*

Quentin L. Harvell, formerly director of market research and promotion of the Indian Jute Mill Assn., has been named assistant to the president of the Advertising Federation of America. He will coordinate the industry-wide educational activities of the Advertising Recognition Program, formerly called Advertising Week.

NIGHTCAP—*This spread will kick off the new 7 Crown whisky campaign in the Sept. 8 Life.*

# Irked Florida Citrus May Not Invite BBDO Again

### Hopkins Says Statement by Brower May Hurt, Not Help, B&B; Hits AA, Too

LAKELAND, FLA., Aug. 30—The Florida Citrus Exchange uncrated its record books this week to hurl ripe charges at Batten, Barton, Durstine & Osborn—the agency which did an about-face by withdrawing from competition for the $3,128,000 account of the Florida Citrus Commission (AA, Aug. 21).

In a letter to ADVERTISING AGE, James T. Hopkins, industrial relations director of the exchange, which represents more than 25% of the state's citrus growers, said it was the "second time in six years that BBDO has asked for the [commission's] account and then retreated.

"After twice ducking the admittedly difficult procedure for getting the account," he wrote, "it can be safely presumed that BBDO doesn't want it. It seems certain that they will not soon be forced to make a decision of this nature again."

■ Mr. Hopkins' remarks dug up a May, 1955, event. BBDO, then one of six agencies bidding for the citrus business, canceled out "due to a competitive situation which has developed since our original letter was forwarded." The wire was signed by Ben Duffy, then president of BBDO. (BBDO accounts then included the Cling Peach Advisory Board, National Cranberry Assn. and United Fruit Co.)

At that time, J. Walter Thompson Co. had handled the Florida Citrus business for five years. Benton & Bowles, one of the 1955 participants and the citrus group's present agency, successfully regained the business it had lost to JWT in 1950.

BBDO's latest change of heart, which drew Mr. Hopkins' attack, happened this way: The commission picked six agencies in mid-August to make presentations on Oct. 11 and 12. JWT, one of the sextet, dropped out when it learned the presentations required speculative art and copy.

■ Right afterward, Charles Brower, president of BBDO, wired the commission that B&B "have done a great job for you," and "there is too much—far too much—of subjecting faithful and able agencies to the whims of a prejudiced and often misinformed minority."

The third agency to exit was Gardner Advertising Co., which

*(Continued on Page 74)*

# *7 Crown Promoted as Bowling Nightcap in Fall Campaign*

NEW YORK, Aug. 29—Seagram-Distillers Co. will feature 7 Crown whisky as "America's bowling nightcap" in a fall campaign beginning with a four-color spread in *Life* Sept. 8.

The "nightcap" theme will be used in a repeat of the spread in *Look* Sept. 26, and in four-color pages in October issues of *American Legion, Argosy, Elks, Field & Stream, Outdoor Life, True* and *Veterans of Foreign Wars.*

The brand will also be heavily featured in over 600 newspapers throughout the country.

■ George E. Mosley, vp in charge of advertising and sales promotion, said the bowling theme reflected the popularity of 7 Crown as part of the "contemporary pattern of recreation, entertaining and leisure-time activity."

The brand will be heavily merchandised, and will be provided with its usual gamut of floor stands, window displays, bar valances, backbar sets, wall posters, and where regulations permit, additional point of sale material.

Warwick & Legler is the agency.

# *Hutton Names Richards to Handle Account in West*

LOS ANGELES, Aug. 30—E. F. Hutton & Co., stocks and securities company based in New York, has appointed Fletcher Richards, Calkins & Holden to handle advertising for its 21 offices in California, Arizona, New Mexico and Texas, effective Sept. 1.

Previously the agency's western billings, estimated at about $150,000, were handled by Lennen & Newell. Schwab, Beatty & Porter continues to handle the company's eastern advertising from New York. #

### *Anspach Joins NC&K*

Russell R. Anspach, formerly with McCann-Erickson in New York and Boston, has joined Norman, Craig & Kummel, New York, as account executive on Hertz Corp. Most recently on the National Broadcasting Co. account at McCann, Mr. Anspach previously was account executive on the Hertz competitor, Avis Rent-A-Car system.

### *Randolph Adds One Account*

Precision Products Co., Waltham, Mass., manufacturer of hair springs and glass-to-metal seal devices, has appointed Randolph Associates, Wellesley, Mass., to handle marketing and promotion. Direct mail and technical publications will be the principal media.

# Ladies Garment Workers, DDB Part Company

### ILGWU Reportedly 'Bombarded' by Agencies Seeking Its Account

NEW YORK, Aug. 31—The International Ladies Garment Workers Union and Doyle Dane Bernbach have parted by "mutual agreement." DDB gained the account, which bills a little over $1,000,000 a year, in March, 1959.

No official reasons for the split came from either side. It was learned, however, that some members of the Doyle Dane shop felt restricted on the kinds of ads they could turn out. Another problem seemed to be the multi-membered structure of ILGWU. Its roster of 450,000, strung across a slew of cities, apparently posed a bugaboo to speedy ad theme development.

David Dubinsky, president of ILGWU, could not be reached for comment. The chief of the union's label department, Julius Hochman, was vacationing. But some ILGWU quarters indicated that DDB's print campaign (eight different b&w page ads a year in some 80 markets) "had difficulty sustaining the kind of pace needed to get value out of the promotion."

■ The ads, which urge consumers to buy garments sporting the ILGWU label, traditionally have been big-photo "soft sell" affairs. Doyle Dane still has "one or two" more to place. Based on threads picked up at ILGWU, future union campaigns might swing in favor of smaller space and greater frequency. One executive, however, said the present period was one of "reassessment," with ILGWU "bombarded" by other agencies for its business.

When Doyle Dane took over the account, Mr. Dubinsky said ILGWU would spend its ad money to promote the union label as a "moral" trademark to "drive undesirable elements out of the $12 billion garment industry." Reports this week said ILGWU had made "some impact" in this direction, but "hasn't fully succeeded."

The union's members contribute 25¢ a month—$3 a year—in additional dues to support the $1,000,000-plus budget. #

### *'SBI' Hires Three*

H. Rollin Boynton, Carl F. Getchell Jr. and Harvey S. Singer has joined *Show Business Illustrated*, Chicago, as advertising sales representatives. Messrs. Boynton and Getchell formerly worked for *Time*; Mr. Singer previously was with *Coronet*.

NEW FLAVOR—*Malt-O-Meal Co., Minneapolis, will step up its advertising this fall to introduce its new chocolate flavor. Here Freddie and his brother, who star in Malt-O-Meal tv spots, introduce the new flavor. Campbell-Mithun is the agency.*

## Pacific Marineland, Libby, McNeill Join in Consumer Drive

Los Angeles, Aug. 30—Libby, McNeill & Libby has joined with Marineland of the Pacific here to promote a consumer contest billed as the most extensive and first "purely local" promotional effort in the food company's history. The campaign also represents the tourist attraction's initial venture into cooperative promotions.

Cornerstone of the campaign, which includes extensive schedules in newspapers, outdoor and spot television media in southern California, is a two-day trip to Marineland for contestants who best complete the sentence, "I would like to win a 2-day holiday to Marineland because . . ."

On the advertising front, Libby has scheduled a series of tv spots, starting Sept. 18, on nine stations in the Los Angeles, San Diego and Bakersfield areas, plus some 269 outdoor posters which will appear in southern California—via Pacific Outdoor Advertising—Sept. 1 through December.

■ In addition, the company has set a 1,500-line, two-color unit in 12 newspapers throughout the market (plus Las Vegas) to appear Sept. 13 and 14. Trade advertising includes schedules in Southern California Grocers Journal and Food Mart News.

Point of sale material at retail outlets and at Marineland will also be used extensively, with Libby's corn, peas, peaches, pineapple, fruit cocktail and tomato juice to be featured.

J. Walter Thompson is agency for Libby; McFadden & Eddy Associates for Marineland. #

### Metropolitan Buys KCSJ-TV

Metropolitan Television Co., owner of KOA and KOA-TV, Denver, has bought all of the stock of Star Broadcasting Co., owner of KCSJ and KCSJ-TV, Pueblo, Colo., for $1,250,000. Although Metropolitan Broadcasting is acquiring all of the assets of Star, it will not retain KCSJ, the Pueblo radio station, since KOA already serves much of the area served by KCSJ. Ralph Radetsky, station manager of KOA and KOA-TV, has been named general manager of the KOA stations and exec vp of Metropolitan.

### Nestle Sets New Quik Push

Nestle Co. will promote its strawberry and chocolate flavor Quik through a new boy "sweepstakes" promotion slated to run for five weeks between Sept. 16 and Oct. 21. The contest will feature 3,500 toy prizes from Ideal Toy Corp. The promotion will be advertised in *American Girl*, *Boys' Life* and *TV Guide*, and on the Roy Rogers tv show. McCann-Erickson, New York, is Nestle's agency.

INSTANT CASH—*Here's how the Lever "instant money" plan works: Retailer fills out an invoice; makes out a check payable to himself; tears off the check for deposit in his own bank; stuffs the coupons into the combination invoice-envelope and mails it back to Lever.*

## Lever Sets New 'Instant Money' Plan for Coupons

New York, Sept. 1—Lever Bros. today announced an "instant money" plan for redemption of consumer coupons.

Similar to the plan recently introduced by Geyer, Morey, Madden & Ballard for payment of media (AA, July 10), the system will enable food dealers to convert coupons into cash immediately.

After counting the coupons brought in by customers, the retailer will fill out an invoice, mail it with the coupons to Lever—and make out a sight draft, payable to himself.

■ Lever tested the system earlier this year in Massachusetts, Rhode Island and Arizona and reported "enthusiastic dealer acceptance."

W. N. Burding, exec vp of Lever, said the plan will help dealers operate more efficiently and should "strengthen the relationship between retailer and manufacturer."

### Leifer Joins Continental Wax

Stanley J. Leifer, formerly director of advertising, packaging and sales promotion of Revlon's Knomark division, has joined Continental Wax Corp., New York, as vp in charge of marketing and advertising.

A ONE-IN-A-MILLION TEST MARKET
ONE NEWSPAPER AND A MILLION AND MORE PROSPECTS

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *economically* with The Providence Journal-Bulletin.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

SPOT COLOR NOW AVAILABLE
Write for rates and details

PROVIDENCE
JOURNAL—BULLETIN

*Boston office: 479 Statler Bldg., Boston 16*
*Represented elsewhere by Ward-Griffith Co., Inc.*

*In the Top 20 in Total Retail Sales*

Cultivate Apparel Sales Figures

In the South's top markets—highly industrialized Greensboro ranks high in Apparel Store Sales ahead of Chattanooga and close behind primary markets like Richmond and Mobile. To harvest this rich dollar crop, your clothing advertising should wear the label of the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1961 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

*Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation*

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
Represented Nationally by Jann & Kelley, Inc.

# Is your advertising "getting through"?

*Good advertising really gets through in This Week Magazine*

This Week
MAGAZINE
43 GREAT NEWSPAPERS
A CONGRES
ASK
"Help
sav
Amer
histo
treasu
PAGE
A millionair
SIX SECRE
CAN M
YOU A MI
PAGE
Sky-high Shoeshin
For a steeplejack'
Philadelphia stor
see Page 19
The break
that does more
than refresh
After school or play, give her orange juice again
to restore the Vitamin C and energy she needs
Tired? Thirsty? Pure orange juice—with its fruit sugar energy—
gives you the quickest, most refreshing pickup. But an orange juice
break does even more. It's the most delicious way to restore the
Vitamin C and energy you've used up since breakfast.
Get the real thing. Check the label. If it says "orange drink" or
"orange juice drink," it's not pure orange juice. Only pure orange
juice provides natural Vitamin C balanced with so many other health
benefits . . . gives you these benefits at no orange-flavored "drink"
or synthetic can. And it costs only about 5¢ a glass.
Nature's Powerhouse of Vitamin C and quick energy
FRESH-FROZEN
ORANGE JUICE
FLORIDA

**8,364,000*** **women noted this ad**

***64%**

*four million more than the number produced by the same ad in a leading women's magazine

**of all the women in THIS WEEK's audience**

Source: Daniel Starch & Staff.

*Your advertising will be read by more people in This Week than in any other magazine*

CIRCULATION MORE THAN **14,100,000**

This Week
MAGAZINE

# Heath Co. Names Jaqua to Handle Wider Kit Line

ST. JOSEPH, MICH., Aug. 30—Heath Co., a division of Daystrom, which makes electronic and high fidelity kits, after screening 25 agencies and winnowing them down to three for final decision, has named Jaqua Co., Grand Rapids, to handle its account.

Heath has been selling its products direct to the consumer, chiefly by mail advertising. The account has been handled by Lawrence G. Chait & Co., New York, a specialist in direct mail and mail order promotion. In naming a new agency, the company expressed a desire to expand its line and reach a broader market. The company plans to widen its product line to include simpler kits and a greater variety of them, appealing to more people.

■ The account is budgeted at more than $500,000, almost all of it to be centered in magazines and direct mail.

The two agencies which came down to the wire with Jaqua were Keyes, Madden & Jones and Waldie & Briggs, both located in Chicago.

According to Larry Merchant, vp in charge of new business development for Jaqua, Heath said that it rated the finalists on the basis of 124 points and that Jaqua was "head and shoulders above any competitor."

■ Heath's advertising, according to Mr. Merchant, will now begin appearing in general consumer publications. Heretofore, the company's media advertising has appeared primarily in high fidelity and electronics and home handyman magazines. =

## New Chesterfield Ads Put New Twist on Pleasure Motif

NEW YORK, Aug. 29—The theme of J. Walter Thompson Co.'s first advertising for Liggett & Myers' top seller, Chesterfield, goes back to smoking satisfaction.

Chairman William A. Blount struck an optimistic note in announcing the campaign: "The new Chesterfield sales story is honest, and yet dynamic; because it makes a very basic and powerful promise to all cigaret smokers—'If you smoke for pleasure and not just from habit, smoke Chesterfield'."

■ Part of the program is already on radio, by way of a military band playing the new Chesterfield theme—"21 great tobaccos make 20 wonderful smokes." Though the "21 great tobaccos" had not been proclaimed before, the company insists it is no new blend; "it's the same cigaret." The copy theme plays around the fact that Chesterfield is made of 21 varieties of four basic types of tobacco.

NEW BROOM—*Liggett & Myers Tobacco Co. will run these ads in its first campaign for Chesterfield through J. Walter Thompson Co. The bulletin-style ad goes into newspapers.*

B&w newspaper pages scheduled throughout the U.S. the week of Sept. 18 will consist of long copy for the brand.

■ Heads in the introductory ad read: "There are two breeds of cigaret smokers: People who smoke for pleasure, people who smoke just from habit. Which are you?"

Copy adds: "If you smoke for pleasure, each and every cigaret is a completely satisfying experience and not just a habit . . . no more than laughing is a habit, or gazing at a rippling brook or sniffing new-mown hay."

And what distinguishes Chesterfield? "Here in one cigaret is the full flavor, the true taste of 21 vintage tobaccos grown mild in the fields, aged mild in the cask, blended mild in the making.

"The end result is tobacco too mild to filter, pleasure too good to miss."

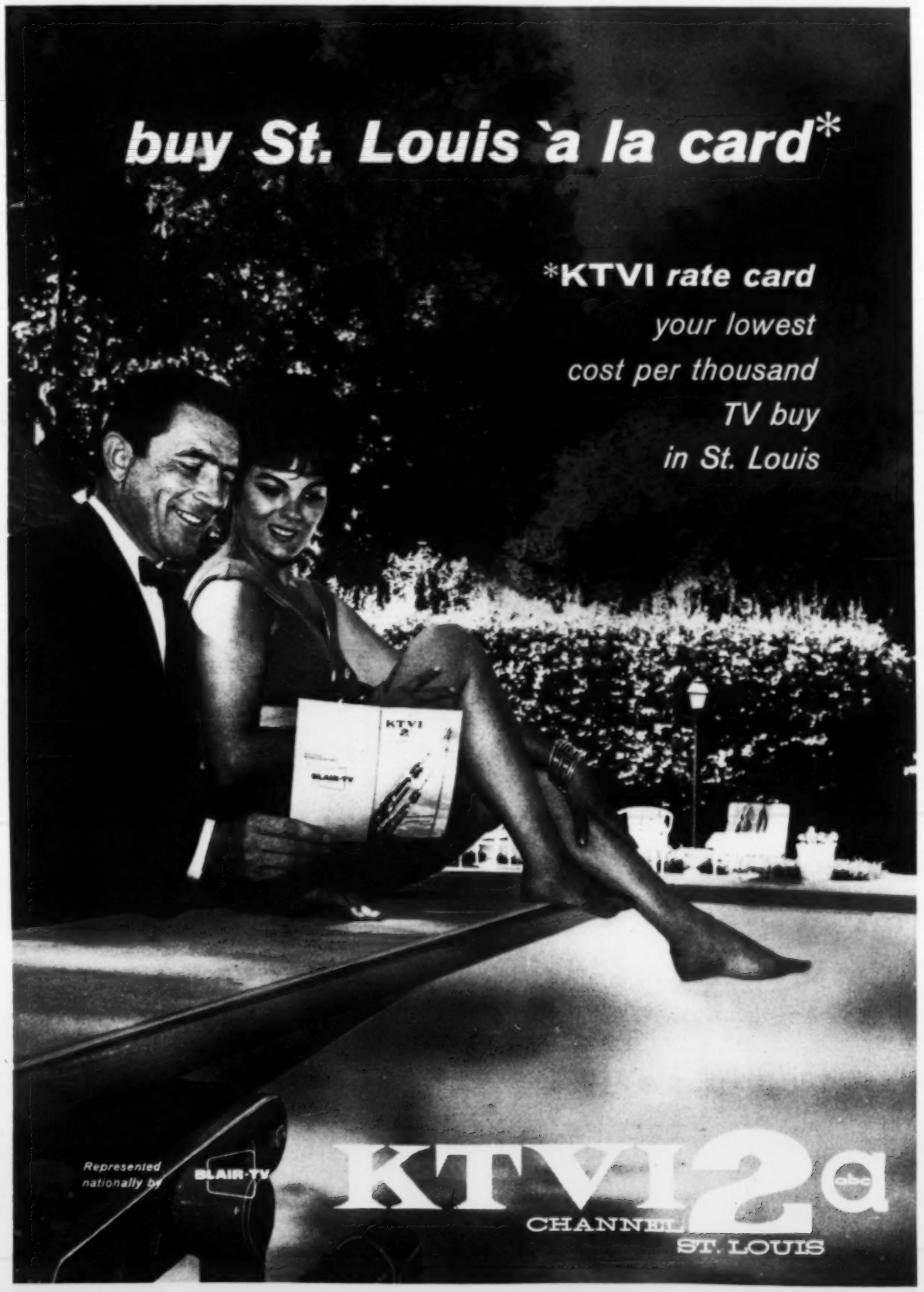
Chesterfield's four tobacco types are enumerated as burley, bright, Maryland and turkish. "Packed in 1,000 lb. wooden casks, 21 of the world's richest, rarest tobaccos mature for three years, growing milder, mellower, more satisfying day by day until the time they are blended."

The ad carries a footnote, unusual in the cigaret business, inviting smokers who pass through Durham, N. C., or Richmond, Va., to visit Chesterfield manufacturing plants to see how they are made.

■ The initial magazine ad, on the other hand, features 20 individual cigarets and the package, with some brief copy stating Chesterfield is "blended mild—not filtered mild." It adds, "Your pleasure's long and true and filter-free."

The magazine schedule opens with a four-color back cover in *The Saturday Evening Post* Sept. 9, with other color ads to run in *Argosy*, *Life*, *Look*, *Sports Illustrated*, and *True*.

Chesterfield also will be heavy in the broadcast media. A schedule of 60-second commercials will run weekly on CBS-TV's "Gunsmoke," "Twilight Zone," and "Checkmate"; NBC-TV's "Dr. Kildare" and "87th Precinct"; and ABC-TV's "Follow the Sun." The network tv schedule has not been settled. Local saturation spots in major markets will break Sept. 18.




## 'Holiday' to Merchandise TWA Insert in 'Travel Weekly'

*Holiday*, Philadelphia, will run a 12-page insert in the Sept. 19 issue of *Travel Weekly*, New York. The insert will consist of an eight-page insert by Trans World Airlines to promote travel to Europe and a two-page background spread, which will appear in the October *Holiday* (AA, Aug. 28), plus two pages of its own.

## Flecto to Eisaman, Johns

Flecto Co., Berkeley, Cal., maker of paints and varnishes, has appointed Eisaman, Johns & Laws, Hollywood, to handle its advertising account. Billings were placed at about $100,000.

**WHAT WILL THE NEW SATURDAY EVENING POST BE LIKE?** It will be a magazine of many voices. Free to shout out a feature seven pages in a row...or whisper a feature in a single page. ■ A voice unbroken in interest, from the feature that says hello in the front to the one that lifts its hat in the very back. ■ It will be the freshest voice to be heard in the land —springing from deep breaths of the bracing air of new graphic design and inspired by the power of the written word. ■ It will forecast events to come, in new features whose purpose is to be weeks, months, even years ahead of press coverage. And it will seek out and find the kind of story that makes news itself, because nobody else has searched and dug and unearthed it. The announcing of headline news it will leave to the smooth-voiced gentlemen of the 15-minute programs, who can do it so much faster. ■ It will tell stories, for stories are part of people from the bedtime tales of childhood to the yarn that only a lifetime of living can spin. It will tell them in a new and eye-widening way. ■ It will offer "Speaking Out: the Voice of Dissent," a new feature which will provide a forum for the odd-ball view. (There is a need, in this age of homogenized reporting, for a little sour cream.) ■ It will speak thoughtfully in an Adventure of the Mind...speak in the bubbling staccato of youth, whose language our new young men and women editors dig well. It will share a laugh with readers, giving greater space and emphasis to cartoons. ■ It will sing the tune of these changing, challenging times. These times of a growing-up, wising-up people. People with the brains to think and the vigor to act. And the tempo of the tune is *prestissimo.* ■ It will be a magazine of many voices, yet all one voice. The well-known, well-loved voice of The Saturday Evening Post. Not some far-off, chilly voice, but the recognized voice of the family. Riveting the interest of women and men alike, and their offspring, too. A voice big enough to be heard (that's easy)...and respected enough to be influential (that's tough). And determined to continue to be a constructive force in America. ■ What will the new Saturday Evening Post be like? There will be no other magazine quite like it. Unpredictable, unique and urgent reading for its growing family of readers. ■ It has been more than two years in the making. Next week, The Saturday Evening Post will bring a new excitement onto the reading and advertising scene. The September 16 issue. On sale September 12. Don't miss it! **LIKE NO MAGAZINE YOU HAVE EVER READ BEFORE**

## New Ferry-Morse Seed Ads Will Appeal to Eaters of Vegetables, Not Just to Growers

MOUNTAIN VIEW, CAL., Aug. 29—Ferry-Morse Seed Co. will adopt a "new look" in its advertising this fall.

Instead of running typical seed ads carrying illustrations of crops or close-ups of specimen vegetables, the company's ads will feature full-color illustrations of a salad loaded with various kinds of vegetables and also a supermarket shopping cart filled with fresh vegetables..

■ In explaining the reason for the change in its advertising approach, David G. Cuthbertson, exec vp of Ferry-Morse, said: "It has been our feeling for some time that most seed advertising has lacked not only imagination and interest, but the 'down to earth' sincerity and understanding of the growers' interests which characterize other aspects of this business."

He went on to point out that his company has devoted many years of research to developing fine seeds which grow into better-than-average vegetables.

■ "So, why not show these important benefits in our advertising," he said. "After all, they are what the grower has in mind when he buys seed—he wants vegetables which will be in demand by the eventual consumer, the housewife. If she is pleased, the vegetables will sell fast and at good prices, season after season. And that's the message we are trying to convey—that Ferry-Morse seeds are 'tailor-made'—developed with the final consumer, as well as the grower, definitely in mind."

An ad schedule has been set in a number of grower trade publications. Ross Roy-BSF&D, Detroit, is the agency. #

### General Artists Names Two

Tony Ford, formerly with Television Artists Corp., and Kenneth F. Martel, previously with Willard Alexander Agency, have joined the television division of General Artists Corp., New York, talent agency. Mr. Ford will work with tv talent, while Mr. Martel has been assigned to the tv commercial department.

### Robeck Offers Tape Series

Peter M. Robeck & Co., New York, has started syndication of a new tape series, "Crime & Punishment," a documentary comprising 30-minute interviews with inmates of maximum security prisons. The program already has started on WFAA-TV, Dallas, and has been sold in a number of other major markets.

### Evan White Appointed

Evan White has been named acting manager of KNIK-FM and acting news director of KTVA-TV, Anchorage, Alaska, replacing Peter Herford, who is leaving for a year of study at Columbia University. Mr. White has been a staff announcer and news reporter at the stations since January.

### WABC Appoints Leopold

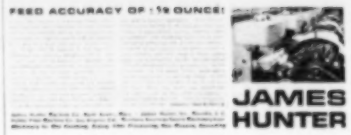
Philip Leopold, formerly an account executive at WINS, New York, has been named to the new post of director of sales development and advertising at WABC, New York.

### Boehm Leaves Young

Frank Boehm has resigned as vp and director of research, promotion and advertising for Adam Young Inc. and Young Television Corp., station representative companies. He will announce his plans later.

### Harris & Weinstein Adds 1

Harris & Weinstein Associates, Atlanta, has been named to handle advertising for Mothers Friend, skin conditioner for use during pregnancy, by S.S.S. Co., Atlanta.




SANS NUTS AND BOLTS—*James Hunter Inc. will promote its textile machinery with new ads like this one in Daily News Record and several textile publications.*

## Hunter Ads Aim at Artistic Approach in Selling Machinery

MAULDIN, S.C., Aug. 29—James Hunter Inc., manufacturer of textile machinery, has junked the "nuts and bolts" look in its advertising.

Its new ads feature large illustrations of components of Hunter machines, or devices relating to the theme. Highly technical copy has been eliminated, but the copy in the new ads is packed with facts and designed to let a mill owner know what the machine will do for him.

Each ad also contains a small reproduction of the complete Hunter machine being promoted, and offers a technical brochure for more detailed information. The new campaign will run monthly in *Daily News Record* and in a number of textile publications.

Jules L. Klein Advertising, Springfield, Mass., is the agency. #

### ABC, NBC Radio Units Set New Fall Business

Campbell Soup Co. (Needham, Louis & Brorby and Batten, Barton, Durstine & Osborn) has re-entered network radio with substantial schedules on ABC and NBC. Other recent new business at ABC came from Miller Brewing Co. (Mathisson & Associates); Mennen Co. (Warwick & Legler); American Motors (Geyer, Morey, Madden & Ballard); Thomas Leeming & Co. (William Esty Co.); Pharmaco (N. W. Ayer & Son); Mogen David Wine Corp. (Edward H. Weiss & Co.); Wheel-Horse Products (Biddle Co.); Accent International (NL&B); E. L. Bruce Co. (Christiansen Advertising Agency); Bristol-Myers (Doherty, Clifford, Steers & Shenfield) and Luden's (J. M. Mathes).

Besides Campbell Soup, NBC picked up additional billings from *Reader's Digest* (J. Walter Thompson Co.); Tyrex (McCann-Erickson); Curtis Publishing Co. (BBDO); Freeman Shoe Corp. (JWT); and Coleman Co. (Potts-Woodbury).

### Jerry Kurtz Appointed

Jerry Kurtz, formerly with Official Films, New York, has been named vp in charge of sales for Television Enterprises Corp., Hollywood. He will open a New York office at 333 W. 56th St. This new syndication company's first show is "Mahalia Jackson Sings."

### Jordan, Sieber Names Stewart

Raymond F. Stewart, formerly vp of Ben Gaffin & Associates, Chicago, has been appointed research director of Jordan, Sieber & Corbett, Chicago, replacing Dr. Conrad Chyatte, who has resigned.

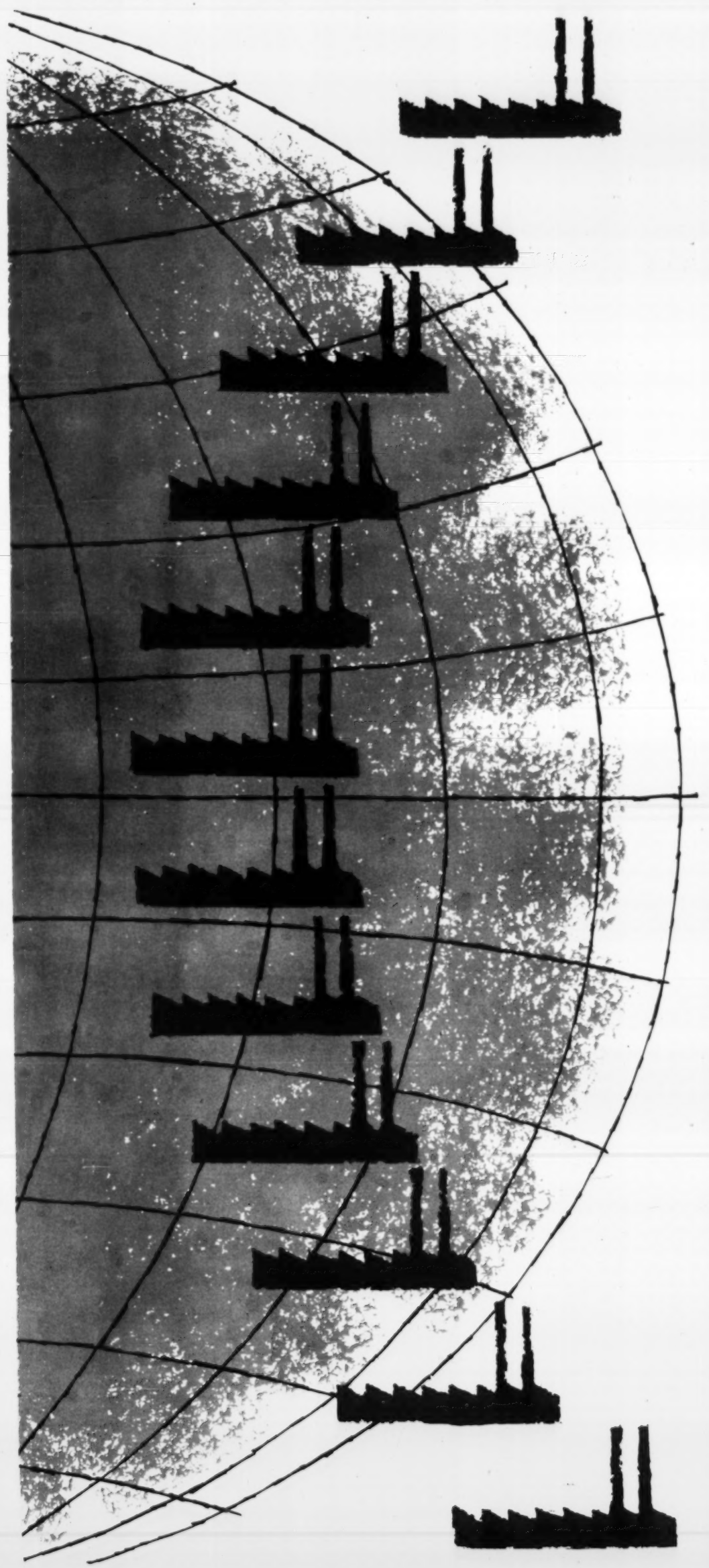
INSIDE SOLID CINCINNATI:

*"I'll bet Daddy's glad we're one of those Cincinnati Enquirer families — with $600 a year more to spend than the average Cincinnati family."*

.....SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper... the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

*Represented by Moloney, Regan & Schmitt, Inc.*



# DYNAMIC BALTIMORE

**Twelve of Baltimore's industrial facilities are the largest of their kind in the entire world. Many others are the nation's largest. Scores more rank prominently enough to put Baltimore's manufacturing payroll alone over the billion-a-year mark. ■ This kind of activity makes for a dynamic community, and proof of it is the fact that Baltimore is America's 8th fastest growing market. Only 3 larger metropolitan areas exceed our rate of growth in total retail sales. ■ What's the best way to reach Dynamic Baltimore? The Baltimore Sunpapers. And we have evidence of that, too. Half the families in the entire state of Maryland live within a 15-mile radius of downtown Baltimore. In this compact area—roughly the ABC City Zone—an estimated 92% of all retail sales are made. This same area accounts for 80% of our daily circulation (77% of it home delivered) and 82% of our Sunday circulation (80% of it home delivered). As for the circulation figures: over 410,000 daily and over 321,000 Sunday. ■ Baltimore is dynamic, all right—and "everything in Baltimore revolves around The Sun."**

# THE BALTIMORE SUNPAPERS

*"Everything in Baltimore revolves around The Sun"*

National Representatives:
Cresmer & Woodward—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

Circulation Figures: ABC Publisher's Statement 3/31/61

# 'Look,' Lestoil Join in Coupon Mail Campaign

### It's Not Substitute for, but Supplement to, Ads, Lestoil Explains

NEW YORK, Aug. 30—The latest cooperative direct mail venture between a magazine and household product manufacturer kicks off Tuesday as postmen start delivering an estimated 15,000,000 envelopes containing coupon discounts on Lestoil products, and reduced-rate subscription offers for *Look*.

On Lestoil's end, the direct mail push will be the heftiest in the 28-year history of the Holyoke, Mass., company. It will offer a coupon worth 10¢ off the label prices of either pine scent Lestoil or new "sparkle scent" Lestoil (Copy reads: "Now there are *two* Lestoils"). A 7¢-off coupon on new improved formula Lestare also will be included.

Lestoil refused to identify its mailing partner or the extent of its mailing. It simply said, "to add further impetus to this unique way of getting people to sample Lestoil products, the envelopes will be personally addressed (rather than to 'occupant') and will also contain half-price subscription offers from one of the country's largest mass magazines."

■ The manufacturer added that by "teaming up with a national magazine, Lestoil could safely bank on the knowledge that people were more apt to act on couponing that offered recipients *two* bargains simultaneously, rather than just one."

It said that "such cooperative ventures between magazines and advertisers are not unique. *The Saturday Evening Post* recently teamed up with Colgate-Palmolive; *Life* with General Foods Corp.'s Jell-O division; *McCall's* with the Best Foods division of Corn Products Co." Lestoil did not list *Redbook* or *TV Guide*, which reportedly have also followed the co-op route.

*Look*, "for competitive reasons," shunned comment on its pairing up with Lestoil. Likewise, the mailing company which coordinated the campaign, O. E. McIntyre Inc., clamped a firm lid on details. These refusals paralleled the secrecy surrounding co-op mailings which has pervaded the publishing industry since the method has been on the rise this year. Mounting rivalries among publications in the "circulation numbers race" has been cited as the chief cause.

■ Lestoil's announcement, however, helped break the ice. The company said its mailing schedule would be as follows: In the south, Sept. 5-6-7; the Midwest, Sept. 12-13-14; and the north and Eastern Seaboard, Sept. 19-20-21.

In the past, companies using mailings for coupon redemption have tended to favor households with middle-bracket incomes, above $5,000 and below $13,000. But Lestoil did not say this applied in its case. It said, however, that it had used McIntyre's telephone listings to select families with "most potential," and that "households headed by males redeem coupons at a 20% greater rate than female-head-of-households."

Direct mail officials were not inclined to pinpoint potential returns for advertisers, because these of course are influenced by a multitude of factors. Some estimated that a median return figure for cut-rate subscriptions would be somewhere around 1%.

*Look*'s promotion, it was understood, will offer reduced rate subs similar to previous offers.

■ Lestoil, meanwhile, declared that couponing was the "proven way" to build incentive for its new liquids that are being promoted jointly. It termed the step "no substitute," but a "supplement" to advertising. Irv Eison, vp of marketing of Sackel-Jackson Co., Lestoil's agency, said his client needed "newer, more effective, more imaginative" ways to "capture the imagination of consumer and trade" as Lestoil finds itself "matching wits with giant corporations."

Another company which has used cooperative mailings—and heavily—has been Colgate-Palmolive. More than 20,000,000 pieces on Colgate Dental Cream were sent out this month with offers for *The Saturday Evening Post*, *McCall's* or *Redbook*. Reportedly, the *Post* portion was more than *McCall's* and *Redbook* combined. Last spring, *McCall's* worked with co-ops, as did *Life*, but the number was estimated to be substantially lower than, say *McCall's* effort with Colgate. *TV Guide* is also reportedly readying a co-op move this month.

# Westley's Vacation Brand Too Similar to Holiday, Court Rules

CLEVELAND, Aug. 30—S. C. Johnson & Son, Racine, has won an injunction here prohibiting the Bell Co. from selling and advertising Westley's Vacation car wash cream in packages similar in appearance, color and design to Johnson's Holiday car washing cream.

The consent order also enjoins Westley Industries, the automotive products division of Bell Co., from using Vacation or any other trademark for polishes or cleaners which is "confusingly similar" to Johnson's Holiday name.

Johnson filed a complaint in federal district court July 14 charging Westley with unfair competition, trademark and copyright infringement, and won a consent order July 26. The court said that

RESEMBLANCE—*This picture shows the similarity between Holiday and Vacation car wash cream packages.*

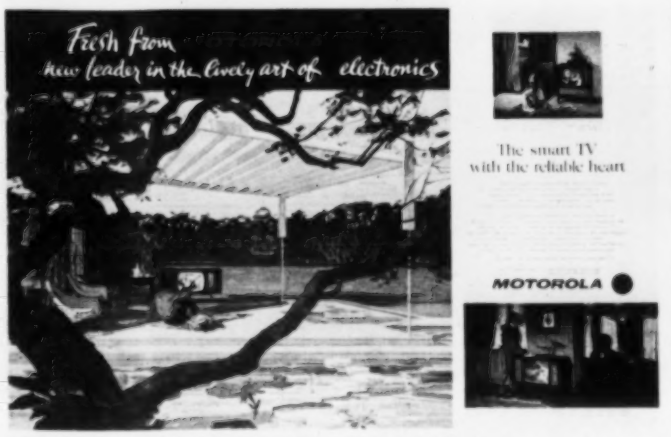
Westley's infringement was deliberate and wilful.

■ Under the order, Westley turned over to Johnson all Vacation bottles in its possession, plates, molds and other means for copying the infringing label, and all advertising material relating to Vacation car wash.

Cost and damages awards were settled privately between the two companies. #

### *Scandia Craft to Mears*

Scandia Craft Import Inc., New York, importer of Scandinavian furniture, has appointed Mears Advertising, New York, as its first agency. Newspapers, magazines and direct mail will be used.




MOTOROLA TV—*Motorola Inc. will continue its magazine campaign for its tv sets with this full color spread in the Sept. 16 issue of The Saturday Evening Post and the Oct. 6 issue of Life.*

# Extra $1,000,000 Prompts Motorola's Return to Net TV

CHICAGO, Aug. 31—An additional appropriation of $1,000,000 is the principal reason why Motorola Inc. decided to return to network television this fall after a hiatus of five years.

The company's last network tv effort was in 1956 when it co-sponsored the "U.S. Steel Hour." Since that time, Motorola has considered returning to the medium but did not do so because of the high costs of tv and limited advertising budgets. The company also felt that magazine color ads do a better job of showcasing its lines of appliances.

This fall, Motorola will co-sponsor three tv specials. In addition to a one-hour Bing Crosby Christmas show on Dec. 11 on ABC-TV, which it will co-sponsor with U.S. Time Corp., and a one-hour show on CBS-TV on Sept. 17—"Carnegie Hall Salutes Jack Benny"—which it will co-sponsor with Kitchens of Sara Lee (AA, July 3), Motorola also will sponsor "Power & the Glory," a two-hour show which will be staged on Oct. 29 on CBS-TV. John H. Breck Inc. will co-sponsor this show.

■ Most of the ads on tv will be corporate ads for Motorola although the company will feature a stereo set on at least one of the programs. Leo Burnett Co. is the agency.

Motorola plans to spend about $3,500,000 on advertising this year—about $1,000,000 more than it did in 1960. In addition to tv, the company will continue its programs in newspapers, magazines and outdoor.

■ Color spreads will continue to run each month in *Life* and *The Saturday Evening Post*. Just after Labor Day, Motorola will break an extensive newspaper campaign in 125 markets which will run until October. Outdoor posters are scheduled in the same 125 markets. These are the same media which the company has used for the last year or two. #

# RKO General Sets Sales Staff for Radio, TV Stations

NEW YORK, Aug. 31—The newly formed national sales division of RKO General has lined up the sales staff that will work under Donald Quinn, national sales director.

Named to the Los Angeles office were Edwin C. Metcalfe, formerly with Weed Television Corp., and Robert L. Fox, previously with KRKD, Los Angeles. The San Francisco office will be staffed by Calvin Copsey, previously with KTVU, San Francisco, and Alfred Racco, formerly with KLAC, Los Angeles.

The list includes: For radio—Richard J. Kelliher, formerly national sales manager for two RKO stations; H. W. (Bud) Simmen, previously with Weed Radio Corp.; Thomas J. Green Jr., from WBIC, Bayshore, N.Y.; James H. Fuller, previously with CBS Radio; and Victor E. (Buck) Forker, formerly with WDRC, Hartford, Conn.

For television—Gerard Molfese, formerly national sales manager for KHJ-TV, Los Angeles; Gordon Lawhead, former national sales manager of WHBQ and WHBQ-TV, Memphis; James V. Marino, previously with WCBS-TV, New York; James A. Gates, previously national sales manager for WNAC-TV, Boston; Sidney P. Allen, former national sales manager for CKLW and CKLW-TV, Windsor-Detroit; Richard Colburn, formerly with Blair TV; and Mort Zimmerman and John J. Fernandez, both formerly with WNTA-TV, Newark-New York.

■ Meanwhile, the RKO General rep organization made two other appointments: Robert E. Wilke, previously with Edward Ehrbar Inc., was named director of corporate relations, and Frank E. Boehm, previously with the Adam Young Co., was appointed director of research and promotion.

The national sales division of RKO, as of Oct. 1, will represent all RKO General broadcast properties. #

POSTER PUSH—*Motorola Inc. will run outdoor posters like this one in 125 selected markets, starting in September.*

# Hazel Bishop, Lanolin Plus Plan Merger

### Lanolin Plus Group Will Take Control, Though Bishop Becomes Parent

NEW YORK, Aug. 30—Directors of Hazel Bishop Inc. and Lanolin Plus Inc. have agreed to merge the two cosmetic companies, with Lanolin Plus—although the larger of the two—becoming a division of Hazel Bishop.

One reason for doing it this way is that Hazel Bishop, which has operated in the red for the last six years, has a tax-loss carryforward of at least $2,000,000. For the fiscal year ended June 30, 1961, Lanolin Plus reported sales of $14,000,000 and a net of $1,232,000.

In the past Lanolin Plus has concentrated its business mostly in toiletries while Hazel Bishop has sold makeup items, primarily; although Lanolin Plus last year introduced a well-received nail polish. Both companies sell through similar channels of distribution at essentially the same mass price ranges.

■ If the merger is approved by stockholders (no date for approval has been set), Morton Edell, president of Lanolin Plus, would be chief executive of the merged corporation and seven of the nine directors would be provided by Lanolin Plus. Hazel Bishop stockholders would receive one share of the surviving company's stock for each four shares now held, while Lanolin Plus shareholders would get new shares on a share-for-share basis.

Morton Edell Raymond Spector

Raymond Spector, who last week was renamed chairman of Hazel Bishop, is the company's largest single stockholder, with 288,000 shares representing about 15% of the outstanding stock. Under the merged operation, he will be a director, consultant, and will continue with an active role in the company's advertising affairs.

While Hazel Bishop has been unable to pull out of deficit operations for the past six years, Lanolin Plus fortunes have been on the upgrade recently. The company had a $397,000 loss on sales of $7,600,000 in fiscal 1958, but the year following turned in a $1,363,000 profit on sales of $12,300,000. In fiscal 1960 sales were $13,400,000 with a net of $772,000.

■ Last year, Lanolin Plus spent about $4,400,000 for advertising and selling expenses. Mr. Spector acknowledged that Hazel Bishop "has definitely under-advertised the past few years," and said the company hopes to have $12,000,000 in sales and a $2,500,000 ad budget for the coming year. He added that both Hazel Bishop and Lanolin Plus believe in "flights" of advertising instead of long range programs. This, however, does not mean that Hazel Bishop will drop North Advertising or that Lanolin

(Continued on Page 74)

**Ladies' Home Journal families have higher incomes than the readers of any other major women's magazine.**

***The Ladies' Home Journal's audience is the youngest among leading women's magazines***

**Ladies' Home Journal's circulation growth is strong... up some 500,000 a year.**

***Journal families have nearly $3 billion more to spend than the families of the next women's magazine.***

**Ladies' Home Journal readers have more children than the readers of any other women's magazine**

Ladies' Home Journal is today's most exciting women's magazine-to women.

# NOW MORE THAN EVER... WHEN THE JOURNAL SPEAKS -WOMEN LISTEN

# Talent, Program Sales Accounted for Bigger Chunk of TV Nets Profits in '60

### FCC Tabulation Shows 16% Increase in Talent, Program Sales Over '59

WASHINGTON, Aug. 31—Sales of talent and programs took on increased significance in 1960, according to a Federal Communications Commission tabulation of tv income, which shows a 9% increase in tv industry revenue and a 9.8% gain in profits before taxes.

The industry's revenues from sale of talent and programs reached $316,700,000, up almost 16%, and amounted to 25% of total revenue, compared with 23% in the three preceding years. Revenues from sale of time (after commissions) amounted to $951,900,000, an increase of about 8% with national and regional spot continuing to outpace the growth of other classifications.

Although network operations lagged behind other portions of the industry, the three networks posted gains from both network operations and operation of their fifteen owned-and-operated stations.

Profits of the networks from network operations, at $33,600,000, were up only 5%, while profits from the owned-and-operated stations, at $61,600,000, increased more than 11%. The share of combined profits to the networks from network operations dipped from 36.4% in 1959 to 35.3% in 1960. Net time sales from network op-

(Continued on Page 66)

## Macfadden, Bartell, Process Litho Merge; Manheimer Resigns

NEW YORK, Sept. 1—Macfadden Publications, Bartell Broadcasting Corp. and Process Lithographers have been merged into one communications corporation to be known as Macfadden Publications. Process and Bartell will operate as wholly owned divisions of Macfadden and no personnel changes are contemplated.

At the same time, it was disclosed that Irving Manheimer, former president, publisher and chief executive officer of Macfadden, who became board chairman following its sale to Bartell Broadcasting Feb. 17, resigned the post Aug. 25. Of the 118,630 shares sold to Bartell, Mr. Manheimer had parted with 50,000 and retained 6,269.

On the merger side, the move was effected by the issuance of one share of Macfadden stock for every one and two-tenths shares of Process and for every two shares of Bartell, according to Gerald A. Bartell, Macfadden president, and S. Roskin, president of Process.

■ Mr. Bartell said the step marked the first time "all the components of communications—broadcasting, pay-tv, publishing, printing, and world distribution of periodicals and books—have been welded together."

Macfadden publishes 12 magazines, eight annuals, Hillman-Macfadden paperbacks, Sport Magazine Library and Bartholomew House books, and distributes for nine publishers. Bartell Broadcasting owns radio stations WOKY, Milwaukee; WADO, New York; KYA, San Francisco; and KCBO, San Diego. Process bought the Manz Corp., Chicago, a diversified printer, in April, and via an exchange of stock in May, Macfadden became one of the top stockholders in Process.

Macfadden and Process each acquired a one-third interest in Teleglobe pay tv system in April, applicable to its initial testing period, and Bartell has non-exclusive cable rights beyond the initial test.

Along with the merger, Macfadden announced that Ronald D. Salk, formerly circulation-promotion director, has been named director of publications, a new position. #

## Superiority of Mazola Margarine Is Theme of Magazine Push

NEW YORK, Sept. 1—Corn Products Co. has prepared a new consumer campaign to make the point that Mazola margarine "is the *right kind* of margarine for people concerned about saturated fats."

Mazola is one of several corn oil margarines on the market but Corn Products has been frustrated because it feels it has a superior product, from the standpoint of polyunsaturated fats, but it has thus far been unable to register this advantage with the public *(see story on Page 1)*.

The result is the new campaign, built around the theme, "Important Difference." Ads will point out that "the corn oil in Mazola margarine is never treated with hydrogen. That's why Mazola gives you the highest ratio of polyunsaturated fats of any leading margarine at your grocer's."

■ Other corn oil margarines, notably the leading seller, Fleischmann's, harden the liquid corn oil component by adding hydrogen. Corn Products will point out that "Mazola margarine contains twice the natural polyunsaturates of ordinary (hydrogenated) corn oil margarines."

Full-page ads—headlined, "For people concerned about saturated fats in diet"—have been scheduled by Corn Products for October issues of *Life, Newsweek, The Saturday Evening Post* and *Time*.

These ads will be accompanied by tear-out IBM punch-card inserts offering 8¢ off the purchase of a 1 lb. package of Mazola margarine. Mazola is a premium brand, selling around 40¢.

Lennen & Newell is the Mazola agency. #

### Torrens Heads Jergens Int'l

John R. Torrens, formerly vp and general manager of Helene Curtis International, has been appointed vp in charge of international operations for the Andrew Jergens Co., Cincinnati.

### Storm Boosts Morton

Storm Advertising Co., Albany, has promoted Thomas J. Morton to manager of the agency. Mr. Morton was formerly an account supervisor.

WILD—*"Flare red" is the color of this new Kleenex popping out of a jet black box, in a color page in September issues of Glamour, Harper's Bazaar, Mademoiselle and Vogue. Foote, Cone & Belding is the agency.*

# Bill to Give FTC Cease & Desist Power Gets Extra Boost from Kennedy

(Continued from Page 2)

process of adjudication has been completed."

Under the bill before the House committee on interstate and foreign commerce (H.R. 8830), FTC could issue temporary orders, similar to temporary injunctions, while proceedings were still under way in a case. The company subjected to the order could appeal to the federal district court. If the court upheld the order and it was violated, the company would be exposed to contempt of court penalties.

■ Demands for increased FTC power, in the form of authority to issue "temporary cease and desist" orders, was spelled out in the report on regulatory agencies early this year by Presidential Assistant James M. Landis.

Chairman Dixon's approval yesterday of the principle involved in "functional discount" legislation is a turn-about from the position FTC took under former Chairman Earl Kintner. The bill, which tries to assure that retailers who buy through wholesalers get roughly the same prices as those who buy directly from the manufacturer, was denounced by the old FTC as contrary to the basic philosophy of the Clayton Act as it now exists. Reminded of this FTC position, and asked if FTC's views have changed, Chairman Dixon testified yesterday, "I hope there has been a change at FTC."

■ The "functional discount bill" is the third proposal to strengthen FTC which has been advocated by Chairman Dixon during the past week. Previously, he urged the House committee on interstate and foreign commerce to approve two other bills: (1) H.R. 8830, the bill giving FTC power to issue temporary cease and desist orders while cases are under study; and (2) H.R. 127, the so-called "loss leader" bill to prohibit chains from charging substantially different prices in some markets than in others (AA, Aug. 28).

The temporary cease and desist bill is strongly opposed by advertising organizations. A statement filed by the Advertising Federation of America warned that advertisers who have been hit with a temporary cease and desist could be left to "die on the vine" while FTC took its time in reaching a final decision.

FTC and the Department of Justice both pointed out that the functional discount bill places difficult burdens on manufacturers, and might induce them to refuse to deal through wholesalers. The Justice Department said the bill might result in violations of the Clayton Act, and Section 1 of the Sherman Act.

■ Under the bill, manufacturers would be expected to give sufficient discount to wholesalers so that retailers who buy from wholesalers would have approximately the same cost as big retailers who buy directly from manufacturers. Anti-trust Chief Lee Loevinger said this might require manufacturers to fix different prices for different wholesalers, which conflicts with the philosophy of the Clayton Act as it now exists. If the manufacturer tried to standardize costs of his wholesalers, the anti-trust chief feared the manufacturer would expose himself to a violation of Section 1 of the Sherman Act.

The bill was supported by spokesmen for the National Candy Wholesalers Assn.; National Assn. of Tobacco Distributors; and National Assn. of Retail Druggists. It was opposed by the National Assn. of Manufacturers, which termed it "special interest legislation." #

LATEST—*Newest product from Kitchens of Sara Lee, this "apple 'n spice" cake will be introduced in late September. This ad will run in the October McCall's.*

## Biggest Sara Lee Drive to Introduce Apple 'n Spice Cake

CHICAGO, Aug. 29—The latest product from Kitchens of Sara Lee, an apple 'n spice cake, will be introduced to consumers with the largest ad drive put behind any Sara Lee product.

It will be featured on "Carnegie Hall Salutes Jack Benny," a CBS-TV special Sept. 27, which Sara Lee is co-sponsoring with Motorola.

Color pages will run in the October issue of *McCall's* and the Oct. 2 issue of *The New Yorker*. Beginning Oct. 4, the company will use newspaper ads in some 150 markets, including color pages in 10 or more markets, with 1,680-line and 1,000-line ads in other cities.

Local radio and tv will also be used in about 140 markets, being placed in or adjacent to personality shows where available. In addition, the apple-spice cake will be featured, beginning Sept. 28, on CBS Radio, where Sara Lee has twice-weekly commercials on the Bing Crosby-Rosemary Clooney show for a 13-week period.

Hill, Rogers, Mason & Scott—formed by former principals of Cunningham & Walsh, Chicago (AA, July 17)—is the agency. #

## Lefton Has Seabrook Farms Frozen Fruits and Vegetables

PHILADELPHIA, Sept. 1—The following letter was received by ADVERTISING AGE today from Hershel M. Brown, vp, Al Paul Lefton Co.:

"Your front page story on Aug. 28 about the shift of Minute Maid and Snow Crop to McCann, contains one error which is causing us no end of grief.

"We are and will continue to be the agency for Seabrook Farms frozen foods and vegetables—not Kastor, Hilton, Chesley, Clifford & Atherton as your story states. Kastor, Hilton continues on Snow Crop frozen foods and vegetables.

"As you know, both of these accounts come under the Seeman Bros. corporate flag. They have been served by two different agencies for some years now. Al Paul Lefton Co. was appointed for Seabrook Farms on Jan. 1 of this year. . . ."

JOURNAL CONTEST—*Ed Judy, media buyer of J. Walter Thompson Co., New York, is surrounded at Grand Central en route to work by five Candy Jones models dressed like the Ladies' Home Journal's cover girl for September. Betsy Allen, Ann Marie O'Connor, Rose Marie Marks, Marcy Paulzen and Betsy Hanks were among 130 models who distributed news about the Journal's contest for admen—which offers the winner any item advertised in the September issue.*

# The Kansas City Star has the LOWEST open milline rate in America!

## RANKED NO. 1

Among million-person markets, Kansas City is currently ranked No. 1 in sales activity by Sales Management's Survey of Buying Power.

THE KANSAS CITY STAR

New York Office,
21 East 40th St.

Chicago Office,
202 S. State St.

# HERE'S HOW BH&G RATES WITH NEW HOMEOWNERS

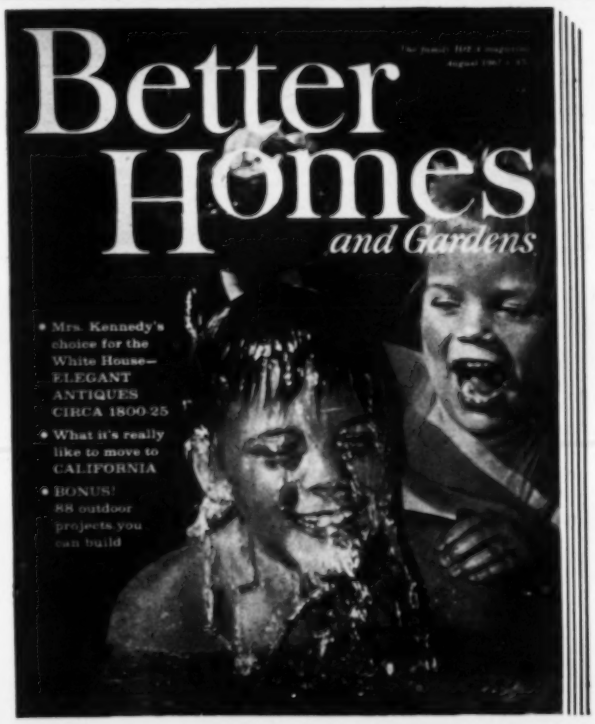
## Information of value to every building materials and home

When a husband and wife are ready to buy, build, equip and furnish a house, where do they go for the *facts they need* to get *what they want?* For one thing, they read magazines. And one magazine in particular—Better Homes & Gardens.

This and many more questions are answered in "Report on Today's New-Home Market," *a new and unique piece of research that presents information never before available.*

For instance, who are these new homeowners? What kinds of homes did they build or buy? How many bought major appliances and new furnishings? What are their plans for home improvements?

After more than two years of planning and testing, here's a report that will give you the up-to-the-minute answers on today's new-home market!


Better Homes and Gardens
• Mrs. Kennedy's choice for the White House—ELEGANT ANTIQUES CIRCA 1800-25
• What it's really like to move to CALIFORNIA
• BONUS! 88 outdoor projects you can build

*. . . where America shops for ideas that make sales. Now 9 editions and over 5,500,000 copies every month*

**HIGHLIGHTS:** The typical new homeowner . . .

- **is 36 years of age.**
- **has a family of 3.6 persons.**
- **has a median income of $7,700.**

Nearly 3 out of 10 new homes are custom built.

The median valuation (including land) is $18,985.

The average new home has eight rooms.

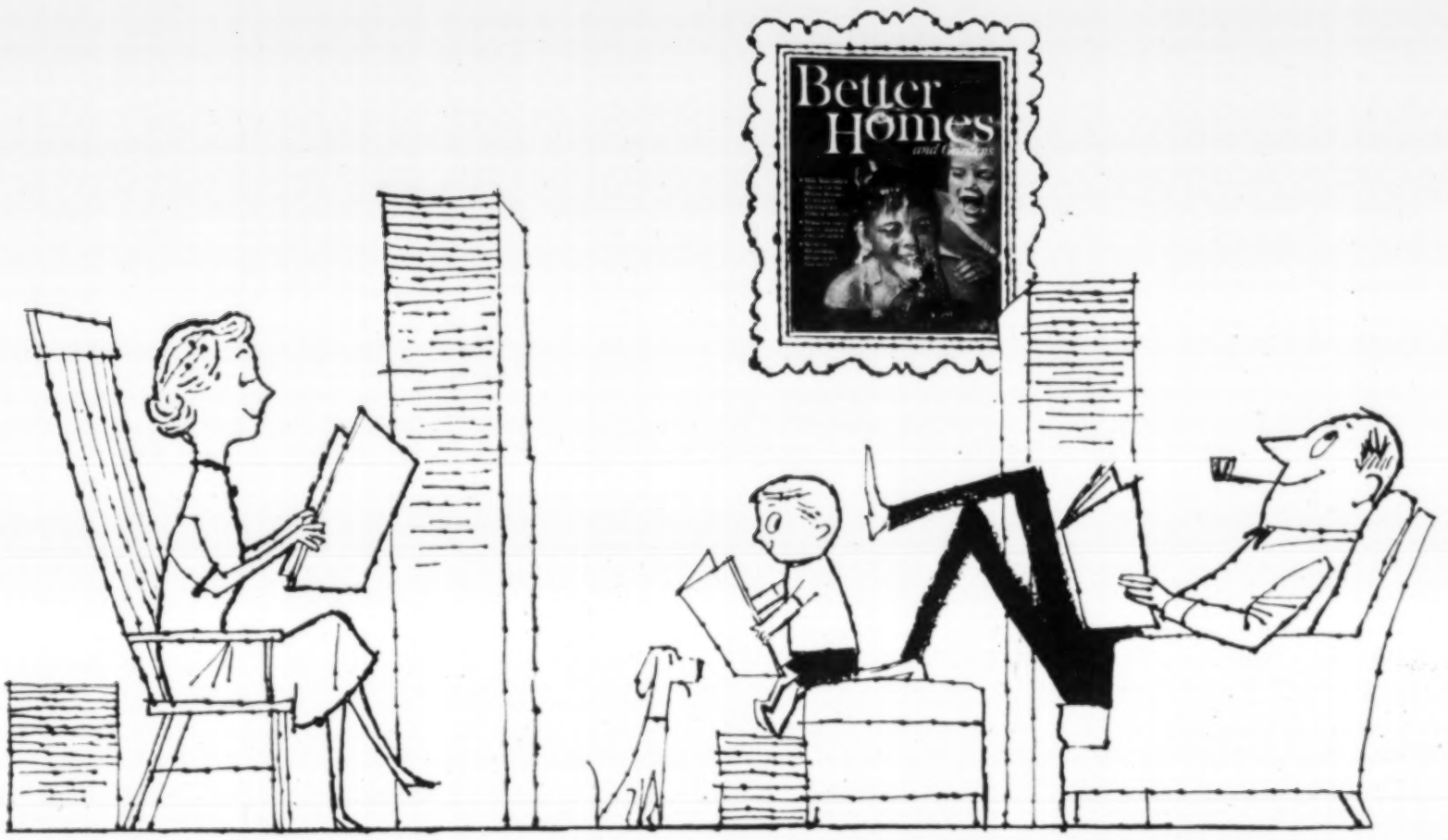
Two-thirds of the new homes have built-in ranges and ovens.

More than 5 out of 10 new homeowners bought one or more major appliances during the past 12 months.

Nearly 9 out of 10 bought new furniture, furnishings, accessories or floor coverings during the past 12 months. The median expenditure for all rooms was $604.

8 out of 10 new homeowners plan to make one or more home improvements during the next 12 months.

**Meredith of Des Moines** . . . America's biggest publisher of ideas for today's living and tomorrow's plans



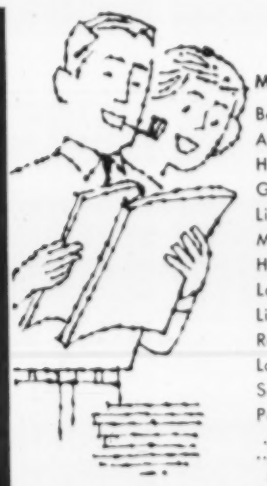

# equipment manufacturer from a new independent survey

## *LOOK AT THESE FACTS*

CLAIMED MAGAZINE READERSHIP IN PAST 30 DAYS AND SHOWED CURRENT ISSUE

| MAGAZINE | PERCENT |
|---|---|
| Reader's Digest | 28% |
| Life | 22 |
| Better Homes & Gardens | 21* |
| Ladies' Home Journal | 16 |
| McCall's | 16 |
| Saturday Evening Post | 16 |
| Look | 16 |
| Good Housekeeping | 14 |
| American Home | 11 |
| Parents' | 8 |
| House Beautiful | 5 |
| House & Garden | 5 |
| Living | 5 |

*28% read Better Homes & Gardens and or one or more of four Better Homes & Gardens Annuals (Home Furnishings Ideas, Home Improvement Ideas, Home Building Ideas and Kitchen Ideas).
Percentages are based on the 1,000 households interviewed.



32% REFERRED TO BACK ISSUES OF MAGAZINES IN PAST 30 DAYS*

| MAGAZINE | OF THOSE WHO REFERRED: PERCENT** |
|---|---|
| Better Homes & Gardens | 68% |
| American Home | 29 |
| House Beautiful | 23 |
| Good Housekeeping | 20 |
| Living | 14 |
| McCall's | 12 |
| House & Garden | 10 |
| Ladies' Home Journal | 10 |
| Life | 4 |
| Reader's Digest | 3 |
| Look | 3 |
| Saturday Evening Post | 3 |
| Parents' | 2 |

*Percentages are based on the 1,000 households interviewed.
**Percentages are based on the 319 households in which the husband and or homemaker referred to a back issue of a magazine.

## FACTS ABOUT THE SURVEY

This survey was handled (field work *and* tabulation) by National Certified Interviews, Inc., of Chicago. The sample, designed by one of the country's leading sampling authorities, was 1,000 households in more than 20 primary areas. Both heads of the households were interviewed. Every single home was occupied by *new* homeowners—people who had lived there a median time of 5 months. In order to qualify as a reader, at least one complete article was read by one or more household heads and a copy of the current issue of the magazine had to be produced for verification. As far as can be verified, this is the first time a study of this nature has been made on a nationwide basis using accepted probability sampling methods.

*For the complete story and a copy of the 84-page research report, contact your nearest BH&G representative or write to: Advertising Manager, Better Homes & Gardens, Des Moines 3, Iowa.*

*The Editorial Viewpoint . . .*

# Let FTC Demonstrate the Need —If It Can

The advertising business should resist the efforts of the Federal Trade Commission to get the equivalent of the temporary injunctions used occasionally by district courts. There is no evidence that anything going on in advertising is of sufficient peril to the public to require such a drastic remedy.

Even if there were flagrant abuses of considerable scope, the use of such a weapon is somewhat comparable to using an atomic bomb to stop a street fight.

That such a radical departure from usual standards of justice is accorded serious consideration is traceable to a wide misapprehension that deceptive advertising is so universal and so virulent as to require a most drastic remedy. The need for stern measures is apparently taken for granted, and most of the arguments presented so far by the advertising business have dealt with the legal and economic burdens—admittedly severe—involved in the injunction procedure.

No one has insisted so far that the Federal Trade Commission demonstrate that it needs such sweeping powers over advertising. And the FTC should be required to produce its evidence.

When and if the FTC has to show Congress—in the form of an audited report of the business it transacts and has transacted in the advertising field—what the state of deceptive advertising is, Congress is going to get a new perspective on the problem of deceptive advertising.

Because in any truthful report to Congress, the commission is going to have to concede that most of its "deceptive" ads involve little beyond puffery—puffery either excessive or over-enthusiastic. Virtually none of what the FTC can show Congress would involve injury or potential hazard of sufficient gravity to justify the kind of remedy Congress is now considering.

For the past 25 years FTC has been able to go to court and get an injunction in cases where advertising for foods, drugs and cosmetics involve danger of serious injury or loss to the public. It has availed itself of that alternative in only a handful of cases. The cases are so few because the courts are sparing of the injunctive power, and do not take it lightly. The cases are few because seldom did the commission judge the stakes sufficiently high or its own case so clear-cut that it dared to stand before a judge and ask the use of the injunctive power.

The now famous Carter's Little Liver Pills case, dragged through the courts for 16 years, and often cited as the classic example of FTC's handicaps, was fought entirely through the administrative process. Injunctive relief was available to the commission—if it could have convinced the courts that potential injury to the public was sufficiently grave. Yet it was never sought.

Put bluntly, most of FTC's cases are essentially trivial. Therefore, it is estimated that around 80% of the FTC's advertising cases are resolved in a matter of weeks through consent settlements. Others go to trial largely because they are in the area of puffery, where there is no clear right or wrong, and where the injury or chance of injury to the public is either minimal or non-existent. Furthermore, as in the case of the Gardol Protective Shield for Colgate, the advertiser often voluntarily suspends the claim at issue while the complaint is being resolved.

The burden of Chairman Paul Rand Dixon's argument is that FTC has the greatest power, final injunction, so why not the lesser power, temporary injunction? Its defect is, of course, that for advertising the lesser power is the greater, since the temporary injunction can quick-freeze a campaign until it is no longer usable.

Here we echo the sentiments of the New York City Bar Assn.'s trade practice committee, which argues that trade practice law is constantly evolving, that there is always room for honest difference of opinion as to whether a law has been violated, and that the proposed legislation affords no leeway for those differences, or for severe consequences "upon American business men, should their advertising programs or pricing policies or other activities be enjoined, only to be held lawful at a later date."

The bar association's committee singled out television advertising and the use of props in commercials as an area where honest differences of opinion can exist as to whether law has been violated. And the bar group points out the enormous investment of time and money; the essential quality of timing in the launching of a campaign; and that there is "no protection for a respondent, however, whose sales momentum and effort have been permanently injured by the infelicitous granting of a temporary order in this kind of case."

Advertising associations involved in this hearing, individual advertising men whose companies and agencies are affected by the proposed legislation, and advertising men everywhere should ask of their congressmen that FTC be compelled to show its need for this ill-conceived remedy for imaginary and exaggerated practices.

FTC's own account shows deceptive advertising at minimal levels; its past history is one of triumphs over trivia; it cannot demonstrate its need for the new legislation it is seeking.

## *Gladys the beautiful receptionist*

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

*"I can't understand why he's famous for 'dry humor.' Seems like it always takes three martinis to get it started."*

## *What They're Saying . . .*

### *Tied to Status Symbol*

The homely philosopher, try as he may, year after year, has not been able to find justification in midsummer for the male necktie. But it is so firmly imbedded in our folkways that no man with a feeling of status would be found in public without one. Indeed, it is said, that true Ivy Leaguers do not suffer from that horrible nightmare of walking down Main Street without pants. They are instead caught in public without their neckties.

But the necktie merely compounds the irritation. The real base for summer complaint among white collar males is the collar itself. The male has made great progress toward sensible clothing in the summer. He has—or all but the pterodactyl branch has—abandoned the waistcoat for evermore. And all but a few admirers of former President Hoover have given up on the heavy starched collars and cuffs. But even the lightest of male shirts has a collar with from four to eight thicknesses of cloth that binds the sweltering neck in warm embrace.

And the man of status, unlike the carefree man on the street, cannot abandon his necktie and cannot adopt a sensible shirt, styled as is the pajama jacket, without a collar. Each morning he doffs his cool and comfortable night things and climbs into his heavy-collared shirt and necktie.

The homely philosopher concedes that there is as much chance of having the man of status give up these uncomfortable appurtenances as there is of adopting a reformed and sensible calendar. He has learned that there is no sense in butting one's head against a stone wall, or even against a starched collar in mid-summer. It is sufficient to point out the matter and let it percolate slowly, says he hopefully.

—From an editorial in the Hartford, Conn., Courant.


**Advertising Age**

*Trademark Registered* • THE NATIONAL NEWSPAPER OF MARKETING

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.


## Rough Proofs

Bathroom tissues may seem like a very prosaic product to you, but to their makers they represent consumer benefits demanding the most sweetly sentimental ads of all time.

•

"Can you write about business?" asks a trade publisher.

He's talking about editorial, but the best writing about business comes from advertising salesmen who have just lost the order.

•

"Still life with onions," an oil painting by Noel Rockmore used in recent promotion by the Clement printing group, was reproduced so realistically as to bring tears to the eyes of the observer.

•

A recent study shows that only women gifted with Pandora-like curiosity which insists on getting at the bottom of things would struggle hard enough to open some modern-day packages.

•

"Puritan puts small budget into large ad units," reports the world's greatest advertising journal.

It's the big splash that makes all those ripples.

•

"Who put the men in menthol smoking?" is a question answered just as easily as the other current one, "Who put Crisco back into women's magazines?"

•

"Youngstown Sheet & Tube promotes canned groceries," the headline says.

Industrial advertisers are not only aiming at their customers, but at the customers of their customers' customers.

•

The drys have been fighting it out on this line with the wets for a long time now, and they've been joined by a number of new entrants in the dry soup industry.

•

A new crime which may soon be identified in statutory language is the cartnapping indulged in by some supermarket customers who just can't bear to part with this convenient form of grocery transport.

•

In spite of the dark clouds hanging over legislative Washington, publishers and other mailers have had a small glimpse of the sun in the bogging down of the postal rate increase bill in the House committee.

•

The patron saint of the new Print Promotion Council may turn out to be the writer of those International Paper ads which urge, "Send me a man who reads."

•

"Prospective automobile owners in buying mood, *Look* reports."

Seems as if Detroit has been hearing the same thing.

•

If someone had told Roger Maris, "There's a babe in your future," he might not have known whether the reference was to his fourth child, recently born, or to that other bambino, the Sultan of Swat.

COPY CUB.

# 63 PERCENT

# OF DELAWARE VALLEY'S

# EFFECTIVE BUYING INCOME

# IS CONCENTRATED

# IN THE SUBURBS

**The Philadelphia Inquirer** delivers your advertising to 27% more suburban adult readers than does any other Philadelphia newspaper.

Sources: Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study available on request.)

### Foster Names Ball Agency; Picks Four General Managers

Foster Broadcasting Co. has named Ball Advertising, Palm Springs and San Bernardino, as its agency. An extensive outdoor and newspaper push, supplemented by direct mail, will be initiated soon in the Riverside-San Bernardino metropolitan area. Business publications also will be used.

N. Arthur Astor, formerly head of the Los Angeles office of Headley-Reed Co., has joined Foster as national sales manager and has opened new offices at 6332 Hollywood Blvd., Hollywood. Foster also announced the appointments of new general managers for four of its California stations—Dave Taylor, KPRO, Riverside; Bob Reddy, KYOR, Blythe; Harry H. Packard, KROP, Brawley; and Kenneth Delp, KREO, Indio. Mr. Taylor formerly was general manager of East Texas Network; Mr. Reddy formerly was with KWIZ, Los Angeles; Mr. Packard previously was general manager of KAPR, Douglas, Ariz.; and Mr. Delp formerly was general manager of KLIN, Lincoln, Neb.

### P&G Sales, Earnings Increase

Procter & Gamble Co., Cincinnati, reports consolidated net sales for the fiscal year ending June 30, 1961, totaled $1,541,904,779, a 7% increase over the same period the previous year. Consolidated net earnings were $106,632,804, a 9% increase over the preceding year.

our label's promise: "There is nothing better in the market"
assures you unmistakable flavor
OLD FORESTER
select the proof of your choice

GLASS LABEL—*Brown-Forman will use its "pledge of quality" etched in glass in Old Forester bourbon ads beginning September. Four-color pages (via Erwin Wasey, Ruthrauff & Ryan) will go into magazines; a scratchboard version in 300 newspapers.*

## TV Enterprises Offers Program Lease Plan to Stations

LOS ANGELES, Aug. 29—Network and independent television stations are currently being offered an offbeat program-leasing arrangement which provides that a station, in return for exclusive use of various tv shows, would share advertising and other earnings derived from the program with the distributor, Television Enterprises Corp.

As outlined by Harold Goldman, former exec vp of National Television Associates and head of the newly-formed TEC, the leasing arrangement is similar to systems used in motion picture distribution, with both distributor and producer sharing in profits from a show.

Mr. Goldman said the first station to sign under the arrangement is WOR-TV, New York, which has extended TEC "a substantial cash guarantee" against 50% of all earnings derived by the station from the sale of both time and program in the New York area of the "Mahalia Jackson Sings" series.

■ The series, which Mr. Goldman said would be offered both independent and network stations around the U. S., is comprised of 78 five-minute programs.

Also, despite the 50-50 deal with WOR-TV, percentage arrangements may vary from market-to-market. TEC's share of the advertising revenue is based on station earnings after the normal 15% agency commission has been deducted, Mr. Goldman said. #

### LBJ Sells Texas Stations

LBJ Co., Oakland, Tex., whose board chairman is Mrs. Lyndon B. Johnson, has sold KRGV and KRGV-TV, Welasco, Tex. Buyer is Col. John Kennedy's Enterprises Inc., and the price is reported as "in excess of $1,000,000." Mr. Kennedy is publisher of the *Argus*, Sioux Falls, S. D. Stoddard B. Johnson, formerly account executive and 5% stockholder in KTVU, Oakland, has been appointed general manager.

This is a typical
Cleveland automobile buyer
*(The upper economic half*
*buys most of the cars)*

This is a typical Cleveland
Plain Dealer subscriber
*(Most of The Plain Dealer*
*circulation goes to the*
*people who buy most of the cars)*

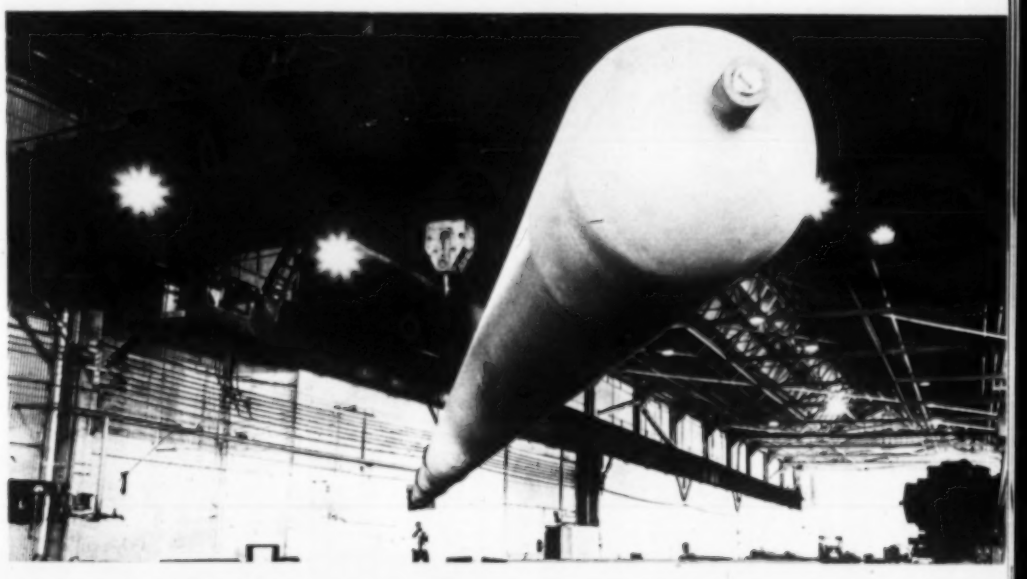
*This is your customer*
*and our customer*

The Cleveland PLAIN DEALER

*Represented by Cresmer & Woodward, Inc.,*
*New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.*

WIN THE NEVADARAMA SILVER MINE
See page 37

# a million here, and a million there...and pretty soon you've got a billion everywhere!



Be choosy! Just take the new plants being built in the Chemical Process Industries that cost a million or more. CHEMICAL WEEK did and found the total was $854,100,000 – just for the first six months of '61! Their comment... *"The brisk May and June contracting pace hints '61 will be a good year, but probably not quite the equal of 1960."*

Masters of understatement, these CW editors...but remember, building encourages more building. That's why CPI management men, reading CHEM WEEK's construction report, will view it with a calculating eye... *"What fields are doing the heavy spending?"* – *"Where are the new plants located?"* – *"What are the products?"* – *"Which engineering firms are doing which jobs?"* – *"How much is going on abroad?"* And because they lean heavily on CW for the specialized "intelligence" that helps guide critical decisions, they find this report compacted with what they want to know most about new construction.

Two dominant differences make CHEMICAL WEEK unique among all CPI publications. It alone matches the mind and mood of CPI-Management to the exclusion of anything or anybody else. It alone has the editorial resourcefulness to seek and interpret the news from the profit perspective. Now you know why more and more profit-minded advertisers are finding it their most resourceful medium.

Industry Spokesman for CPI-Management

# Chemical Week

A McGraw-Hill Businesspaper

### AFA Names Chairmen

The Advertising Federation of America, New York, has named four chairmen of its standing committees. Emerson Foote, president of McCann-Erickson, was reappointed chairman of the AFA education committee; George W. Head, manager of advertising and sales promotion of National Cash Register Co. and vice-chairman of AFA, was named chairman of the membership committee; Kenneth Laird, president of Tatham-Laird and treasurer of AFA, was appointed chairman of the finance committee; and Burton E. Hotvedt, vp of Brady Co. and an AFA vp, was reappointed chairman of the legislative committee.

### Barthelme Changes Name

Helen Barthelme Agency, Houston, has changed its name to Barthelme & Moore. The agency has moved its offices to 5 Chelsea Place.

WHY FLY KITES?

As visionary as Ben Franklin are today's electronics engineers, sending up their thought-kites in intellectual thunderstorms. But only to a few is it given that they illumine the world with the lightning of their discoveries.

Yet the kite-flying must continue, and with each outstanding achievement in electronics, the Institute of Radio Engineers is quick to recognize its author.

In 1961 the *Founders Award*—reserved for rare occasions — has been bestowed on Ralph Bown for "outstanding contributions to the radio-engineering profession" and for having greatly increased the impact of electronics on public welfare.

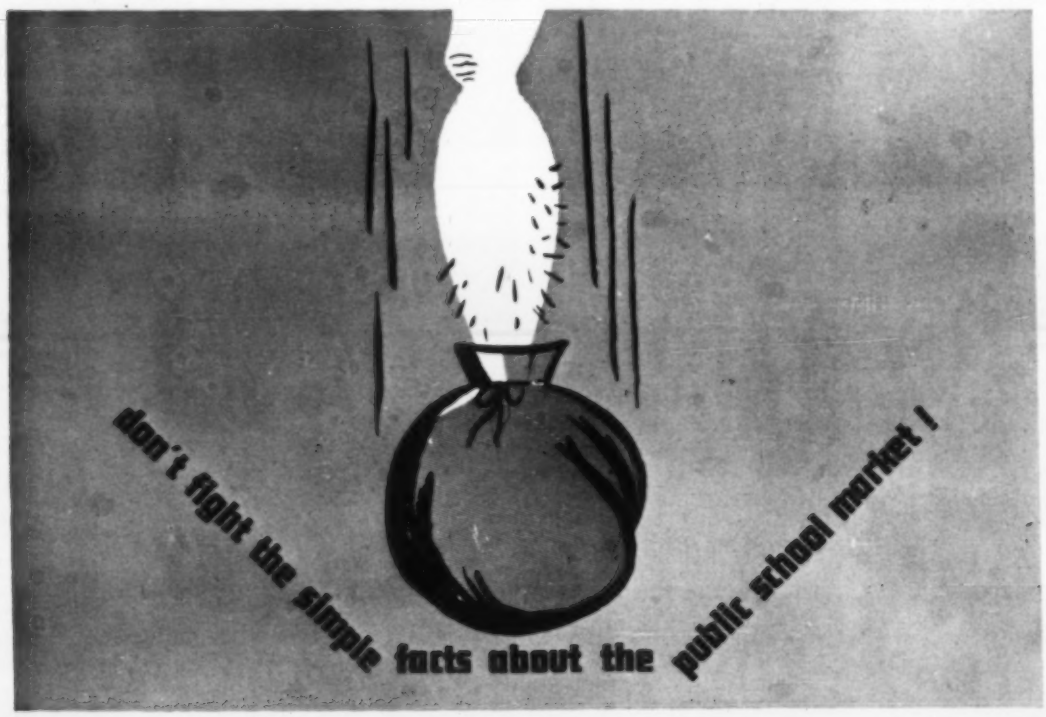
In honoring Mr. Bown the IRE honors, too, its entire membership, that so often gives proof of its calibre and dedication. IRE's members are carrying on vital research throughout the world; each month their findings are published in *Proceedings*, so that they become a part of our national pool of knowledge. When you advertise in *Proceedings* your firm can proudly share in this worthy enterprise.

REMEMBERS THE MAN

**Proceedings of the IRE**

Adv. Dept., 72 West 45th Street, New York 36, MUrray Hill 3-6606





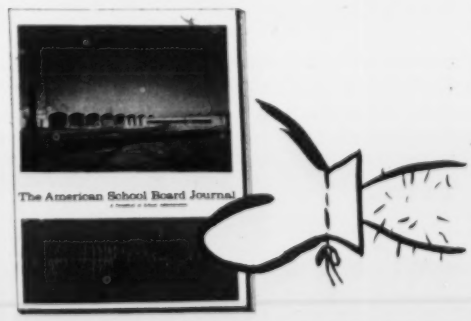

Yes, the public school market is big BUT, all the charts, graphs, fancy brochures and film slide presentations (with or without martinis!) can't tell us *who* and *where* the right people are who make the buying decisions in *all* school districts!

But, when school systems are building or remodeling schools, you can be sure they are BUYING . . . from blueprint . . . to the first bag of cement . . . to a bright new American flag!

Into every school district, wherever school construction is in progress, or under consideration, go copies of the American School Board Journal. Few publications in any field can match the 90% renewal rate of this ABC publication . . . and no other publication can offer concentrated coverage of people in all school districts who make buying decisions . . . School Board Members, Superintendents, Business Officials and Architects . . . *all* known School Architects . . . at the lowest per thousand rate in the field.

Advertisers in the American School Board Journal receive an up-to-date, twice-a-month detailed report on school construction at nominal cost. Here are the known prospects in the public school market.

**SEND TODAY FOR BROCHURE: "LOOKING FOR THE SHAPE OF THE PUBLIC SCHOOL MARKET?"**




**AMERICAN SCHOOL BOARD JOURNAL**
400 NORTH BROADWAY • MILWAUKEE 1, WISCONSIN


## Getting Personal

Two deep thinkers at McCann-Erickson, New York—**William Scudder**, tv copy group head, and **William Duffy**, senior tv art director—have written "The First Book of They," published Aug. 23 by Harcourt, Brace & World. It's called a "rowdy expose" of the elusive *they—they* who don't know what *they're* talking about, who are out of *their* minds, who are responsible for the mess in Washington, as well as the one in tv, etc., etc. . . .

ADMAN'S ACE—*Chuck Standen, vp of Tatham-Laird, Chicago, proudly shows the golf ball with which he scored a hole-in-one on No. 11 at Butterfield Country Club in a recent tournament.*

**Don McGannon**, president of Westinghouse Broadcasting Co., is among those running for the New Canaan, Conn., school board. He was put into nomination by **Bill Mulvey**, senior vp of McCann-Erickson . . .

**Robert Tallon**, in the art department of BBDO, New York, had a week-long show of 17 paintings at the end of August, in the Manhattan Savings Bank, located in the same building as the agency. Just before that, he had a one-man show at the Walker Gallery, Westport, Conn. . . .

**Eugene Miller**, director of public affairs and communications, McGraw-Hill Publishing Co., was sworn in recently in Washington as a consultant to Secretary of Commerce Luther H. Hodges . . .

The B'nai B'rith president's medal this year will go to **Leonard H. Goldenson**, president of American Broadcasting-Paramount Theaters. To be presented Nov. 14, the award honors him for "creative and pioneering efforts in both medical care and research, and in advancing international relationships through overseas tv" . . .

On the side: **A. Arnold Peltz**, radio-tv director and **Herb Haft**, pr director, of Co-Ordinated Marketing Agency, New York, are turning out advertising and pr columns for *Back Stage*, a new New York weekly publication . . .

**Jennifer Prescott**, in the ad department of *Reader's Digest* and daughter of **Orville Prescott**, co-editor of the *New York Times* daily book section, will be married in November to Edward Cochrane McLean Jr., a lawyer . . . **Helen Freeman**, an associate editor of *McCall's*, and **Theodore Levenson**, a vp of Benton & Bowles, are on a trip around the world, following their Aug. 24 wedding . . .

**Jack Sandler**, vp and general manager of WQAM, Miami, is a first-time father. Michael Lawrence was born Aug. 7, weighing 5 lbs., 5 oz. . .

**Loyd Sigmon**, vp and general manager of KMPC, Hollywood, has been appointed to the national radio committee of the National Conference of Christians & Jews . . .

IRISH HORSEMEN—*Ben Duffy (right), vice-chairman of Batten, Barton, Durstine & Osborn, reviews the high points of the Royal Dublin Society Horse Show with Charles E. McConnell, chairman of the McConnell Group of Advertising Agencies, Dublin. Mr. and Mrs. Duffy spent two months on the Continent before attending the Dublin event. Ben himself has a stable of prize-winning jumpers in Westchester County, N. Y.*

Combining business with a honeymoon at the International Advertising Assn. meeting in Madrid, Sept. 20-22, will be **George Theophilopoulos**, managing director of Alector Advertising Agency, Athens, who married Veree Dennis, American librarian from Atlanta, in Athens, Aug. 27. George (who spent a year in training at BBDO, New York) and Veree met while both were students at the University of Georgia . . .

**Larry Davidson**, creative director of Wade Advertising's Los Angeles office, recently got the 25-year-anniversary treatment from the agency's staff at a party in his honor . . .

**Fred Wile**, West Coast director of the Advertising Council, has been tagged as a committee chairman for Hollywood's proposed motion picture and tv museum . . .

*people*
*who make*
BUSINESS
DECISIONS

*are often Geographic readers...*

Today there are more National Geographic family heads actively engaged in business than the total population of the nation's capital . . . almost 35 times as many people as work in Rockefeller Center . . . more, in fact, than the population of all but the five biggest U.S. cities!

Among the Geographic's more-than-2,500,000 families, better than 6 in every 10 household heads are in business. (Another 2 in 10 are in professions, government or the armed forces.)

Here, obviously, is an enormous audience – one whose size is matched impressively by the magnitude of its influence upon decisions in virtually every type of business. Among these Geographic family heads in business –

- 3 in 10 rank as top executives (owners, partners, presidents, corporate officers, general managers).
- more than 2 in 10 more are managers, department heads.
- about 1 in 7 occupy professional or technical positions in business.
- AND – they regularly specify or authorize a wide range of company purchases, from advertising (30.6%) to building materials (37%), insurance (44.2%) to office machines (33.6%).

These are the kind of people who keep today's business moving with the force and variety of their decisions. Whether buying for their companies or their families, they make superlative customers. You can influence some of their buying decisions to *your* advantage through the advertising pages of National Geographic.

**THE NATIONAL GEOGRAPHIC**

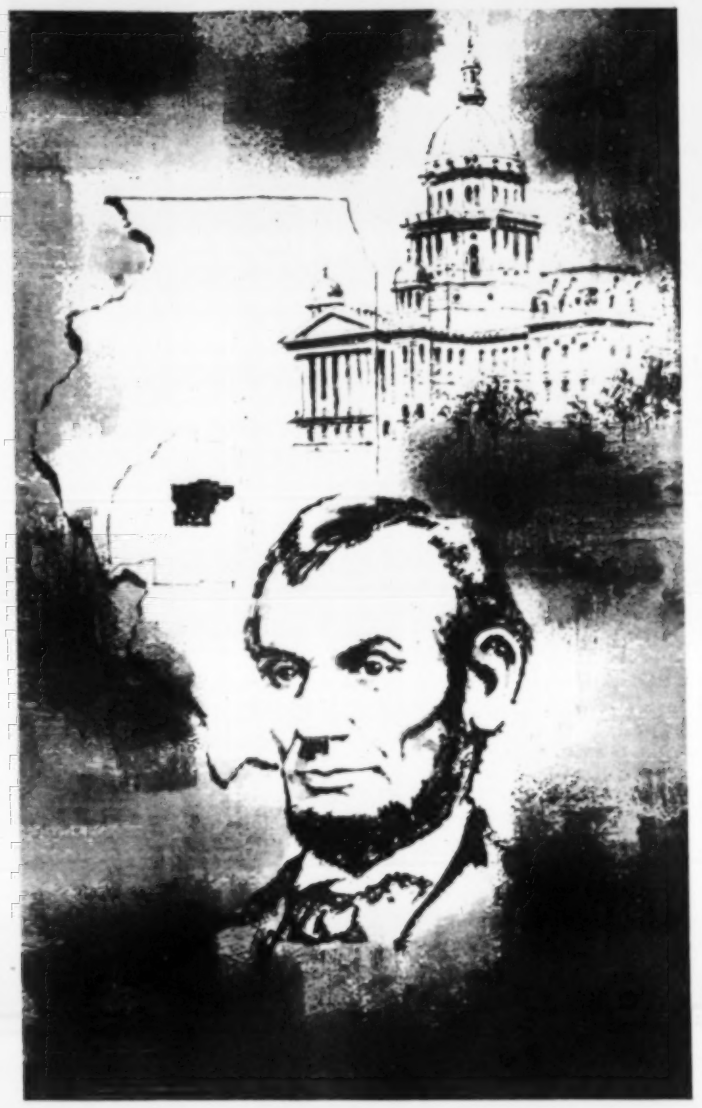
Washington 6, D. C.

### AB-PT Boosts Siegel

Simon B. Siegel has been appointed exec vp of American Broadcasting-Paramount Theatres, New York. Mr. Siegel was named exec vp of American Broadcasting Co. in July. He formerly was a vp of AB-PT for many years.

### New Zealand to Pope

C. R. Pope & Associates, Honolulu, has been named to handle advertising for the New Zealand government in Hawaii. Campbell-Ewald handles New Zealand government travel promotion on the mainland.

# SPRINGFIELD, ILLINOIS: CAPITAL MARKET

Springfield is the capital of Illinois and the economic capital of an eleven-county market in the heart of the Land of Lincoln.

The market is marked by prosperity and stability — based upon capital payrolls, an expanding tourist and convention business, diversified industries, wholesale and distribution organizations, financial activities, and the agricultural riches of 18,000 farms.

Two historic newspapers — the **Illinois State Journal** and **Illinois State Register** — provide 100 per cent coverage of Sangamon County (Springfield) and 60 per cent coverage of the entire trading area. Both newspapers offer effective merchandising cooperation and ROP color.

Illinois State Journal
ILLINOIS STATE REGISTER

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering Springfield, Illinois — Northern Illinois — San Diego, California — and Greater Los Angeles. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.


## Coming Conventions

*(Listed Alphabetically)*

*Indicates first listing in this column.

**Advertising Federation of America**, regional conferences: 10th district, Tulsa Mayo Hotel, Tulsa, Sept. 22-24; 7th district, Jackson, Miss., Oct. 8-10; 3rd district, Jack Tar Hotel, Durham, N.C., Oct. 19-21; 2nd district, Hotel Hershey, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

**Advertising Research Foundation**, seventh annual conference, Hotel Commodore, New York, Oct. 3.

**Affiliated Advertising Agencies Network**, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago, Sept. 11-17.

***Agency Management Seminar**, sponsored by Advertising Age, La Salle Hotel, Chicago, Oct. 30-31.

**Agricultural Publishers Assn.**, annual meeting, Chicago Athletic Assn., Oct. 16-17.

**American Assn. of Advertising Agencies**, central region meeting, Ambassador West Hotel, Chicago, Oct. 12-13; western region meeting, Hotel del Coronado, Coronado, California, Oct. 15-18, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

**American Management Assn.**, workshop seminar on package design and merchandising, Hotel Astor, New York, Oct. 2-4.

**American Women in Radio and Television**, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

**Associated Business Publications**, fall conference, Drake Hotel, Chicago, Oct. 18.

**Assn. of National Advertisers**, new products workshop, Waldorf Astoria, New York, Sept. 28.

**Assn. of National Advertisers**, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

**Audit Bureau of Circulations**, annual meeting, Drake Hotel, Chicago, Oct. 19-20.

**Broadcasters' Promotion Assn.**, annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

**Direct Mail Advertising Assn.**, 44th annual convention, Statler-Hilton Hotel, New York, Oct. 10-13.

**Financial Public Relations Assn.**, 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 28-30.

**Industrial Advertising Research Institute**, second annual research forums, Plaza Hotel, New York, Oct. 18, and Sheraton-Blackstone Hotel, Chicago, Oct. 25.

**International Advertising Assn.**, fourth international conference, Madrid, Sept. 20-22.

**Junior Panel Outdoor Advertising Assn.**, 11th annual convention, Sheraton Hotel, Chicago, Oct. 12-13.

**Magazine Publishers Assn.**, fifth annual fall conference, Hotel Commodore, New York, Sept. 18-19.

**Midwest Newspaper Advertising Executives Assn.**, bi-annual meeting, President Hotel, Kansas City, Mo., Sept. 9-11.

**Mutual Advertising Agency Network**, management meeting, Palmer House, Chicago, Oct. 26-28.

**National Assn. of Broadcasters**, regional conferences: Jefferson Hotel, St. Louis, Oct. 13; Sheraton-Dallas Hotel, Dallas, Oct. 16; Hotel Utah, Salt Lake City, Oct. 18; Sheraton Palace, San Francisco, Oct. 20; Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

**National Assn. of Educational Broadcasters**, annual convention, Willard Hotel, Washington, D. C., Oct. 23-26.

**National Editorial Assn.**, annual fall meeting, Pick-Congress Hotel, Chicago, Oct. 12-14.

**National Federation of Advertising Agencies, central states group**, Lake Tower Motel, Chicago, Sept. 28-Oct. 1; eastern states group, Statler-Hilton Hotel, Washington, Oct. 7-8.

**National Newspaper Promotion Assn.**, midwest regional meeting, Jack Tar Hotel, Lansing, Mich., Oct. 21-24.

**New England Newspaper Advertising Executives Assn.**, annual meeting, Parker House, Boston, Oct. 2-3.

**Outdoor Advertising Assn. of America**, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

**Point-of-Purchase Advertising Institute**, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

***Radio Bureau of Advertising**, management conferences: Cherry Hill Inn, Haddonfield, N. J., Sept. 7-8; The Greenbrier, White Sulphur Springs, W. Va., Sept. 11-12; The Cloister, Sea Island, Ga., Sept. 18-19; Marriott Motor Hotel, Dallas, Sept. 21-22; O'Hare Inn, Des Plaines, Ill., Sept. 28-29; The Town House, Omaha, Oct. 5-6; Rickey's Studio Inn, Palo Alto, Cal., Oct. 9-10; Detroit, Oct. 12-13.

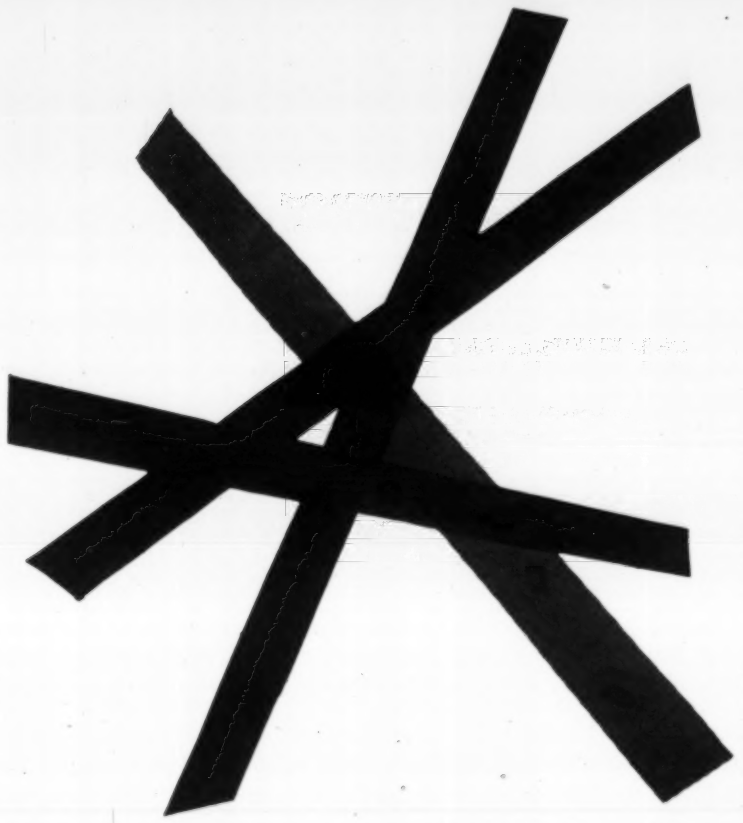
**Southern Newspaper Publishers Assn.**, 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

**Television Bureau of Advertising, annual meeting**, Statler-Hilton Hotel, Detroit, Nov. 15-17.

bless those

reader preference studies

we keep winning...



**but IRON AGE serves MORE than Corporate Management in metalworking!**

Many advertisers believe corporate management can twist the tail of their sales curve. Whenever they make a reader preference study, they separate results by functions. They check the figures in the corporate management column . . . note IRON AGE's dominance. *Result:* IRON AGE carries more advertising (pages and dollars) than any other metalworking publication.

Keep right on making your reader preference studies, of course. (We're always happy to pick up the tab.) But please . . . check preference in all four categories: *corporate management, production management, engineering management* and *purchasing management.*

Our editors strive for four-way balance. Our circulation controllers insist on four-way balance. Our marketing people document the need of four-way balance. Can you blame us if we want *all* advertisers to use IRON AGE because it covers all four major buying influences in metalworking?

THE LUBBOCK MARKET IS NEAR THE.....

BILLION DOLLAR MARK

Individual Income in the 20 County South Plains Area Is $866,450,000

Authority: EDITOR AND PUBLISHER'S 57th Annual Market Guide

LUBBOCK AVALANCHE JOURNAL
Lubbock, Texas

### *Harper Sells Franklin Square; Michaelson Named President*

Harper & Bros., New York, has sold Franklin Square Subscription Agency to a group headed by Michael Michaelson for more than $500,000. Mr. Michaelson, who will leave Ziff-Davis Publishing Co., where he is circulation director, Sept. 1, has been named president of Franklin Square. Others in the group headed by Mr. Michaelson are Paul E. Feffer, of Feffer & Simons, and Charles Levy, of Charles Levy Circulation, Chicago.

Concurrent with the purchase, Maxwell L. Forsyth and Harold T. Anderson have been appointed vps of Franklin Square. Mr. Forsyth, general manager, has been with the company since 1918, Mr. Anderson, with the company since 1946, is assistant manager.

### *Forjoe Names Van Dolen*

Sheldon Van Dolen, formerly of Blair Television Associates, has been named assistant sales manager of Forjoe-TV and Forjoe & Co., New York, tv and radio representatives. At the same time WWOK, Charlotte, has appointed Forjoe as its national representative, succeeding Weed Radio Corp.

Ideas *that sell at the point of sale*

Featured here is the result of complete *one-stop* display service at CSP—an entire coordinated display promotion for U.S. RUBBER, celebrating their Golden Jubilee. It is now being shown at tire dealers across the nation. *Your own* pay-off advertising at the point of sale can be made more effective through the complete *one-stop* display service of CSP. That's because we have complete facilities to do the whole job—create, design, produce—a *single* display, a *special* or *seasonal* promotion, or a *year-round* program. We also produce displays of *every* material—you name it—and complete dealer kits, too! Whatever your product or market, we can do the whole job—from idea to distribution—and do it *better!* For new brochure packed with ideas that sell, write us. 2635 North Kildare, Chicago 39, Ill.

CHICAGO SHOW PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
HOUSTON • ST. LOUIS
and other principal cities

Complete U.S. Rubber Dealer Kit | Exciting Window and Store Front Displays

Big, Colorful Outdoor Banner

Complete Show Room Materials

Hard Sell Facts

A TYPICAL DEALER KIT DESIGNED AND PRODUCED BY CHICAGO SHOW

*FOR INSURED SALES RESULTS*

AMERICA'S ONE-STOP POINT-OF-SALE CENTER

ONE STOP

HAPPY COLORS—*This two-color page will run in the October House Beautiful as part of a series of ads by Martin-Senour Co. to promote its line of "living colors." MacFarland, Aveyard & Co. is the agency.*

## *Martin-Senour Boosts 'Living Colors' in Fall Campaign*

CHICAGO, Aug. 29—Martin-Senour Co., paint manufacturer, will launch a fall magazine and newspaper campaign for its line of "living colors" in September.

Two-color pages will run in *House Beautiful, House & Garden* and *Living for Young Homemakers* beginning in September and continuing through November, supported by large-space b&w newspaper ads. The same "living color" theme will be carried into the company's spring campaign next year.

One of the two-color pages boosts "mellow yellows," another shows shades of fuchia and a third tints of blue. Each ad utilizes the two-color process to show a number of color shades. Ease of application, quality and unlimited color form a base for both copy and art. Artwork from the ads—paint can, roller and brush—has been carried out in collateral materials and retail store display pieces.

MacFarland, Aveyard & Co. is the agency. Copywriter was Norman A. Fox; art director was Wally Solarz. #

### *Great Western Foods Push to Enter 2nd Phase*

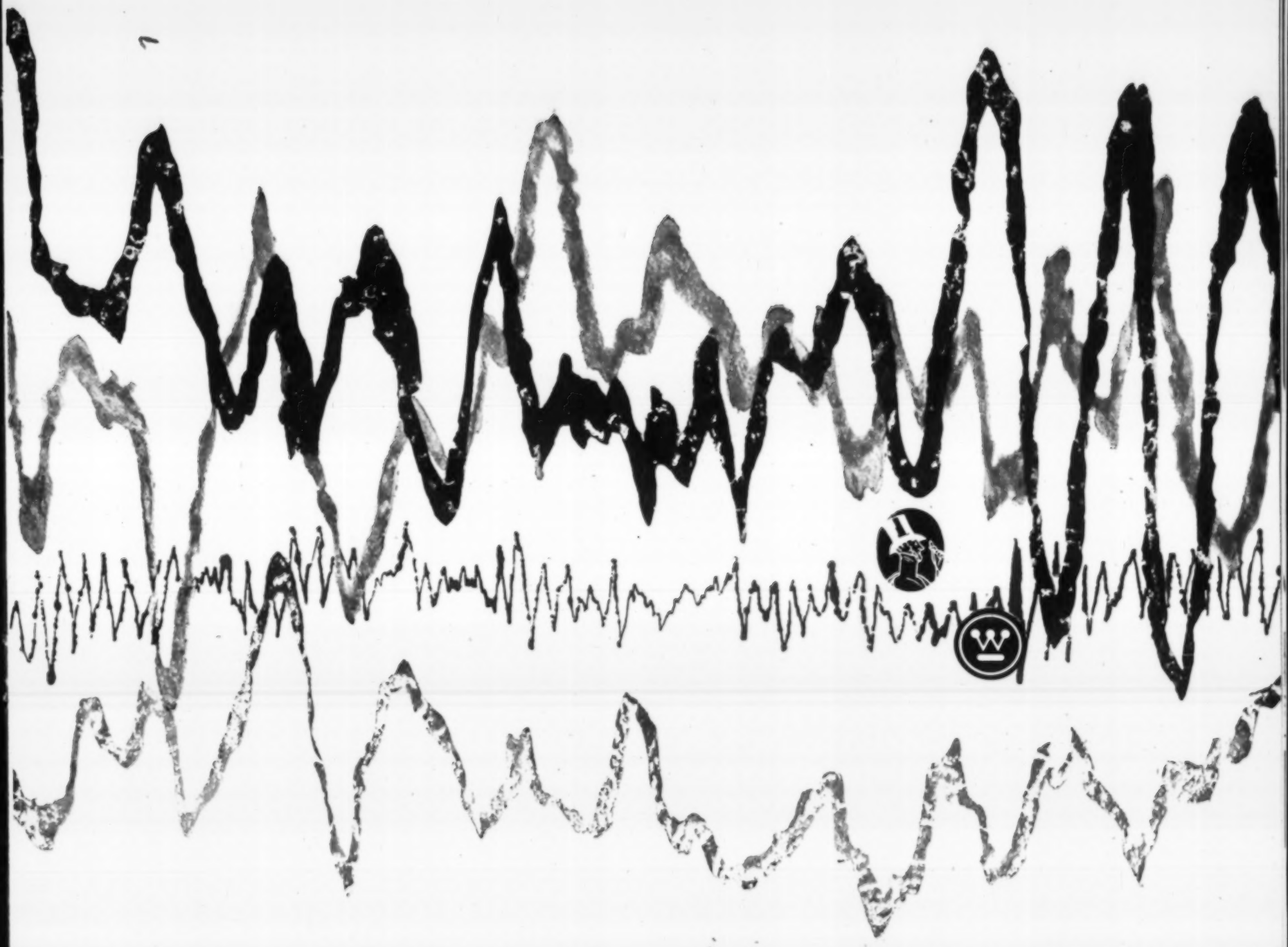
Great Western Foods, Ft. Worth, will enter the second phase of its campaign for Ranch Style beans in the latter part of September, using radio schedules in 27 major southwestern markets. The 10-week campaign will feature weekend saturation packages. The campaign was launched in the 27 markets in June, with introductory campaigns in Denver, Memphis and Wichita, Kan. Newspaper, radio and television advertising were used. Jack T. Holmes & Associates, Ft. Worth, is the agency.

### *Revlon Shifts Back to Specs*

Revlon Inc., New York, which a couple of weeks ago announced that its tv money had been shifted from specials to regular shows, has decided to shift some of it right back. The company signed to sponsor a Dec. 13 Bob Hope hour on NBC-TV at a reported price of $575,000. Grey Advertising is the agency of record.

### *Castle Names Macfarlane*

Richard M. Macfarlane has been named assistant to the president and San Francisco manager of Castle & Cooke. Mr. Macfarlane, who will also continue as assistant to the president of Dole Corp., San Jose, Cal., subsidiary of Castle & Cooke, will be responsible for corporate public and investor relations.



## Do you know these things about tomorrow?

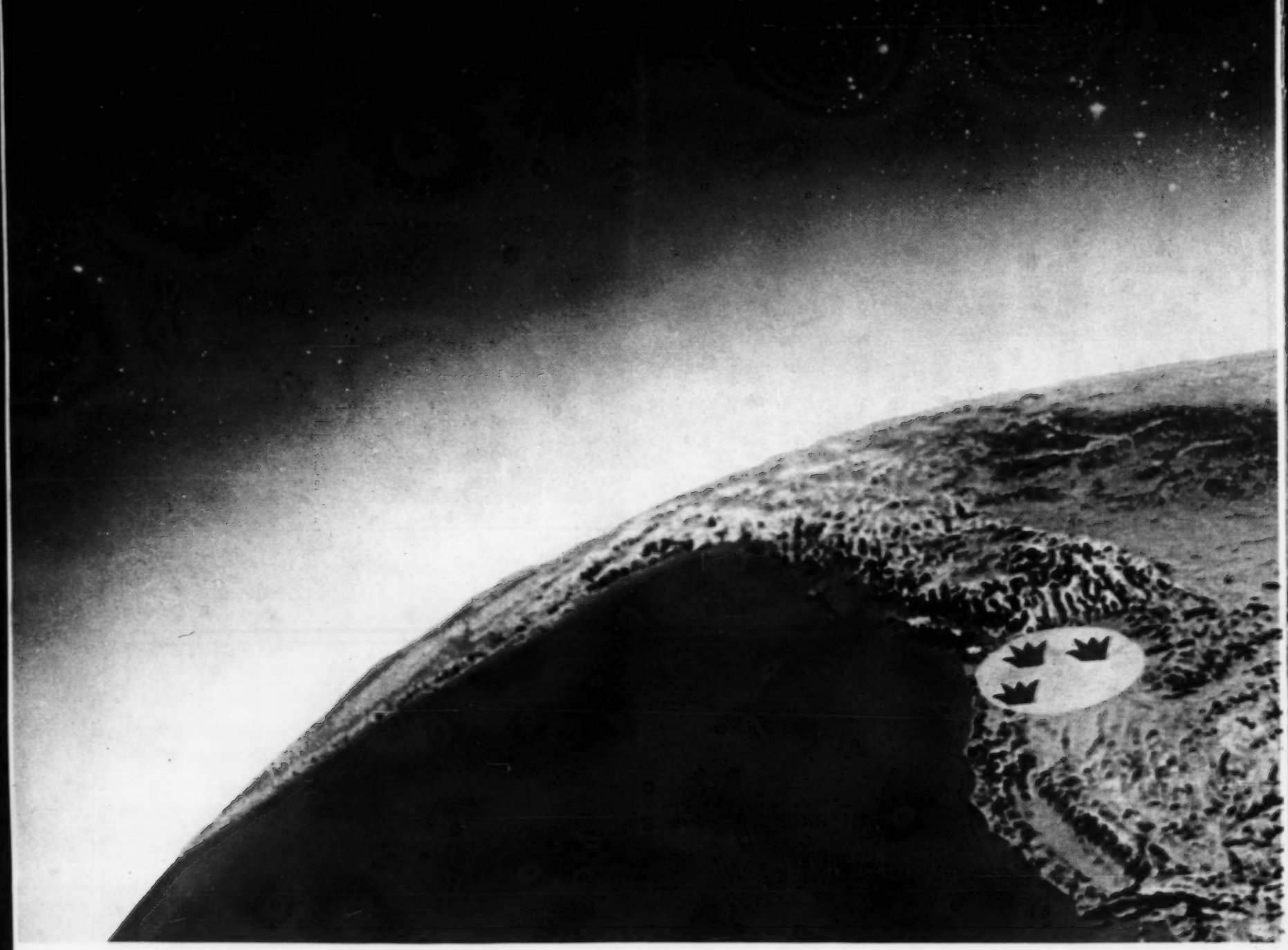
Surgery with sound, eyes that see at night, and many other things. Westinghouse knows. They and their advertising agency, Ketchum, MacLeod & Grove, Inc., created a special corporate advertising campaign on their projects for the future — and are running it exclusively in The New Yorker. Results* to date have been notable, even surprising. You reach the influential people who are shaping a new marketing concept when you use The New Yorker.

THE NEW YORKER

No. 25 WEST 43rd STREET, NEW YORK 36, N.Y.

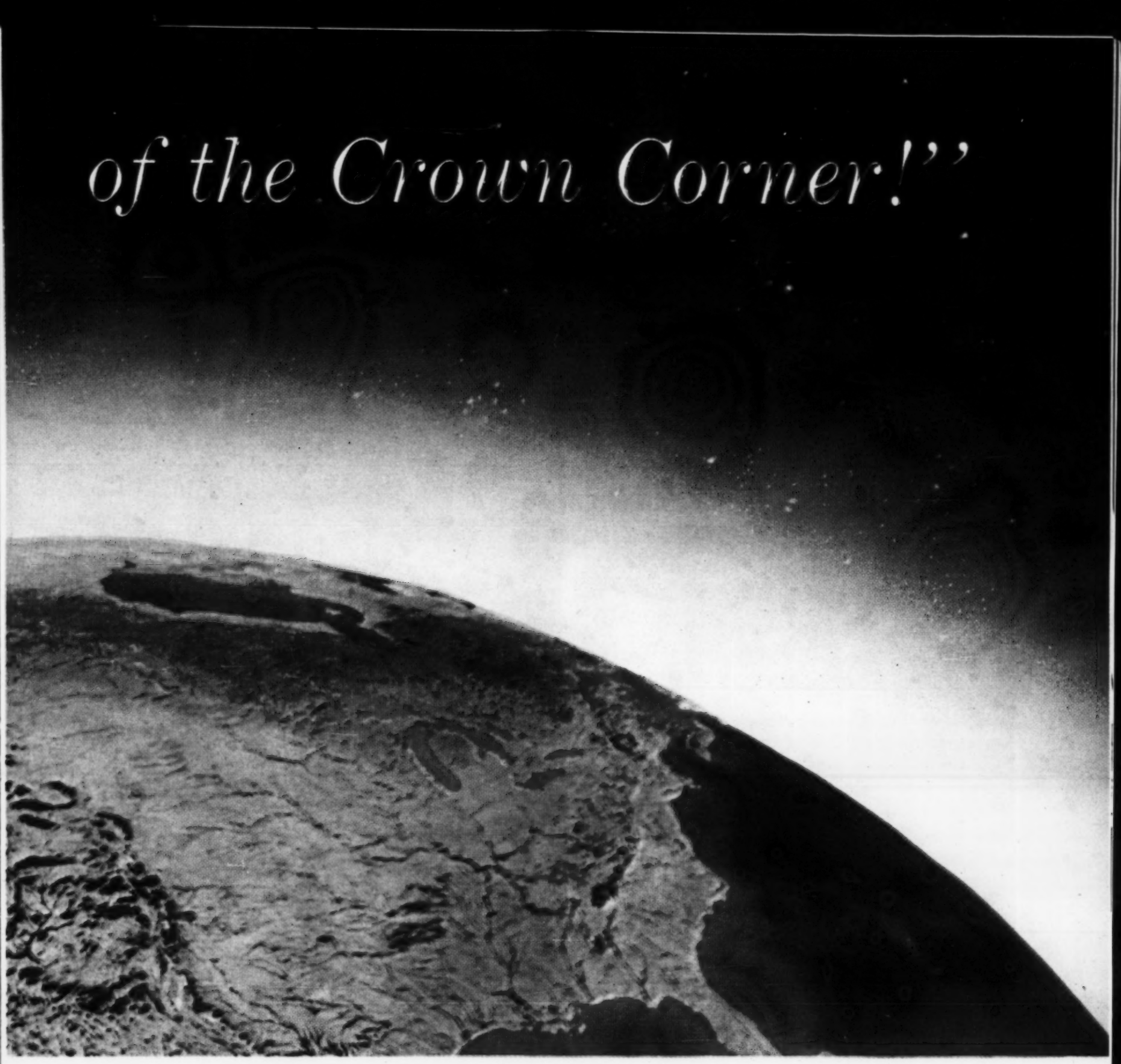
*To get the whole story, write us and we will send you a booklet. *Other advertising offices: Chicago, San Francisco, Los Angeles, Atlanta and London*

# *"What a beautiful view*



Thank you, Commander Shepard and Captain Grissom. ♛♛♛ Not for the quote, of course – just for the idea. ♛♛♛ Seems we have a problem of pinpointing the location of the Crown Stations for some of our advertising friends in New York, Boston, Philadelphia, Cleveland, Detroit, Chicago, etc. ♛♛♛ So just for the record: ♛♛♛ We operate the three most enterprising broadcast operations in Portland, Seattle, and Spokane (TV, AM, and FM). Together, we cover 75% of your customers in the Pacific Northwest. ♛♛♛ There is one further item that needs clarification. ♛♛♛ Strange as it seems, there are still a few time buyers around who continue to think of the Pacific Northwest as the end of the line. Indians, loggers, dance-hall girls, bewhiskered prospectors and all that stuff. Sort of an authentic Gaslight Club. ♛♛♛ We wish to correct that impression. Most of the Indians we know are now selling mutual funds, building 707 jets, or designing atomic reactors. The sons and daughters of the loggers and the dance-hall girls are either erecting new apartment houses or speculating in soy bean futures. And honestly,

*of the Crown Corner!"*



we haven't seen a man with a beard since the last time we visited San Francisco. ♛♛♛ The truth is the Pacific Northwest is jumping. We're even jumping ahead of New York with an internationally recognized Fair – the Seattle World's Fair– starting next spring. We have 4,000,000 people making more money than ever before. We've become the second largest and second richest market in the West. Second only to California, of course, and they're second to nobody (as you may have heard). ♛♛♛ One last word. Our major claim to fame is not that we blanket the big population centers of the Pacific Northwest. Our major claim is that we serve them. ♛♛♛ Know a more beautiful way to sell?

THE CROWN STATIONS

**KING**, AM, FM, TV, Seattle
**KGW**, AM, TV, Portland
**KREM**, AM, FM, TV, Spokane

# ALABAMA'S SHOPPING CENTER

## Where 25% of the states retail sales are made...

**When you think of the Alabama market... think of all of it!**

Montgomery, with a metropolitan population of 169,210, is the shopping center of Central and South Alabama. Only the Capital City papers deliver effective coverage in this thriving 13-county market in the heart of the state.

The Montgomery Advertiser-Alabama Journal is the state newspaper in every way. What happens in the Capital City influences the whole state. You can sell its people with just one advertising medium . . . the Advertiser-Journal . . . the only newspaper that gives complete circulation and news coverage of the area. Circulation is at an ALL-TIME HIGH . . . over 93,000 combined daily and over 85,000 Sunday.

FULL COLOR ACCEPTED ALL EDITIONS — 7 DAYS A WEEK

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET

The Montgomery Advertiser-ALABAMA JOURNAL

MORNING—EVENING—SUNDAY KELLY SMITH CO. National Representatives


### *Name Seidman President*

Lloyd Seidman, a vp of Donahue & Coe, New York, since 1946, has been named president of the new Educational Science division of U.S. Industries Inc., New York. The division will market the Auto-Tutor teaching machine, produced by the Western Design & Electronics division of USI, and create and market Tutor-Film programs for it. It will also produce the TutorText programs published by Doubleday & Co.

### *Bailey Shifts Jobs*

Carl Bailey, for the past ten years a disc jockey with station KBIG, Catalina, has moved over to the station's sales staff where he will cover the Long Beach and Orange County areas.

### *Kurtz Named VP of Sales*

Jerry Kurtz, formerly with Official Films, has joined Television Enterprises Corp., Hollywood, as vp of sales, a new post.

BIG D—*Chrysler Corp. has a new trademark for 1962 Dodge products, employing the Greek letter "D." The mark will be used on hubcaps and on the backs of Dodge cars, and will be featured in ads, sales literature, signs, and stationery.*

## *She Just Couldn't Seem to Get Around to Sending Coupon*

KANSAS CITY, Aug. 29—Fairbanks Morse & Co. believes it can now safely say it has gotten in the final results on its 1929 campaign.

A woman from Montgomery, Ala., has just mailed in a return postcard that was part of a 1929 ad or mailing (the company isn't quite sure which), promoting home water systems.

■ The 31-year-old postcard bore the company's old Chicago address (900 S. Wabash), but was duly forwarded to the pump and hydraulic division headquarters here—which duly forwarded a batch of 1961 literature on home water systems as a substitute for the requested 1929 booklet. #

### *'Time' To Boost Ad, Subscription Rate*

*Time* will boost its circulation rate base by 150,000 to 2,700,000, effective with its March 2, 1962, issue. The one-time b&w page rate will be increased from $14,300 to $15,265.

At approximately the same time, *Time's* subscription price will be raised to $7.50 per year. The magazine reports that newsstand sales this year have averaged 27% higher than corresponding issues of the previous year.

### *Weed Adds 2; Names Gates*

CKEY, Toronto, has named Weed & Co., New York, its U.S. representative, replacing Donald Cooke Inc. Weed also has been named national representative for WBOS, Boston, formerly represented by Jack Masla & Co. At the same time, Weed Television Corp. has appointed James C. Gates supervisor of its Los Angeles office. Mr. Gates formerly was a partner in Sandeberg-Gates & Co., a regional representative. Henry M. Stanley, formerly with Sandeberg-Gates, also has joined the Weed tv sales staff in Los Angeles.

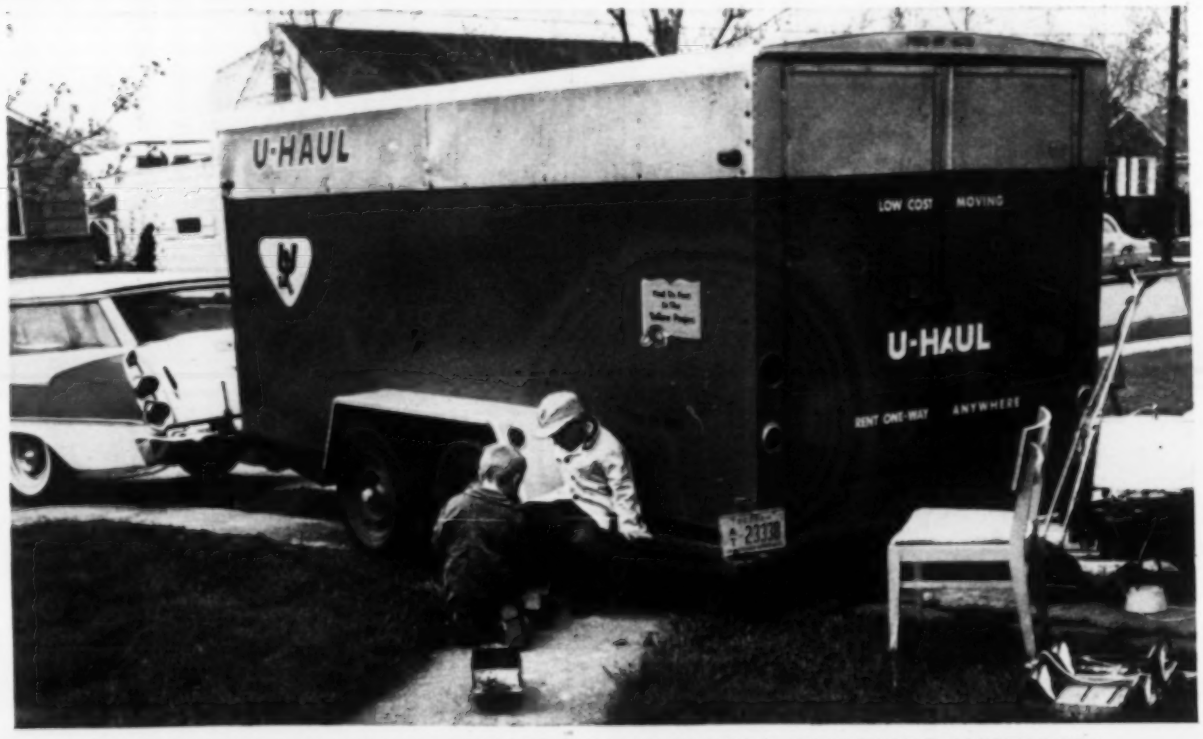
### *Join ABC-TV Sales Group*

Six salesmen have joined the New York headquarters staff of ABC-TV National Station Sales, ABC's new station rep division. They are: Thomas Belvisco, formerly with Katz Agency; Donald Bowen, from Edward Petry Co.; Jerome McCauley, previously with WCBS, New York; Fred Nettere, from CBS-TV Spot Sales; Thomas O'Dea, previously national sales manager of WXYZ-TV, Detroit; and Martin S. Pollins, formerly with NBC-TV Spot Sales.

### *Gustin-Bacon Names Hughes*

James D. Hughes, formerly advertising supervisor for agricultural products of Black, Sivalls & Bryson, Kansas City, has been appointed advertising and sales department manager of Gustin-Bacon Mfg. Co., Kansas City.


## Advertiser: U-Haul
## Medium: Yellow Pages
## Result: 35% business increase a year!

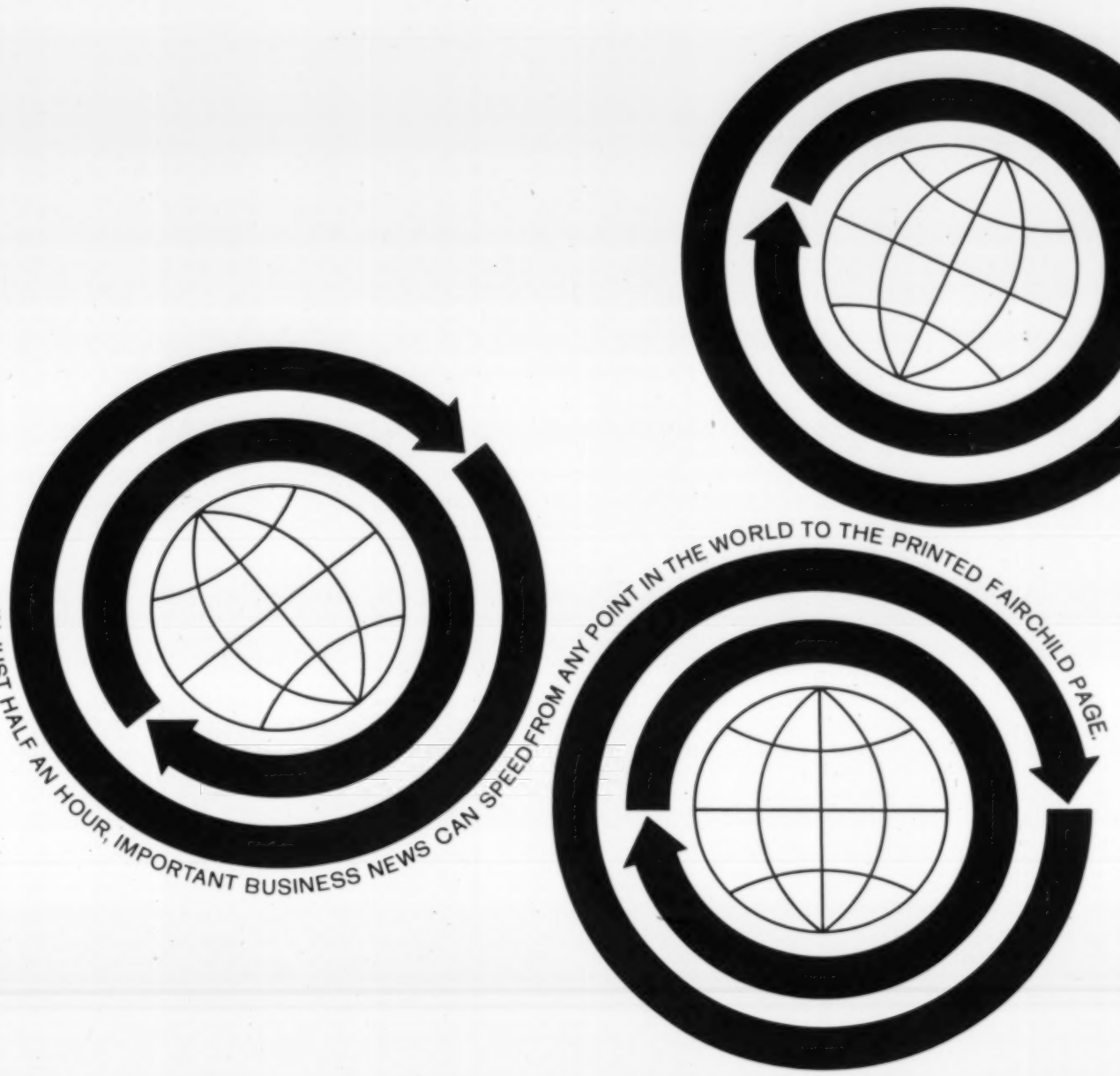



**ADS IN 2100 YELLOW PAGES DIRECTORIES HELP U-HAUL INCREASE BUSINESS 35% A YEAR!** With this kind of success, it's easy to see why most of U-Haul's advertising appropriation goes to the Yellow Pages! For twelve years, U-Haul has been reaching and *selling* its prime market (the people who are ready to move by rental trailer) with Yellow Pages advertising. And now, National Yellow Pages Service makes the selling easier than ever. For now, U-Haul purchases its ads in 2100 different directories—all with one contact, one contract, one monthly bill!

**"No ads—no calls,"** says D. Swanson (left), Ad Mgr. of Arcoa, Inc., control center for U-Haul. "Again and again, dealers tell us how many calls result from U-Haul ads in the Yellow Pages."
**"Streamlined setup,"** says J. Ashbaugh (right), V. P., Botsford, Constantine & Gardner, U-Haul's ad agency. "We now arrange U-Haul's entire Yellow Pages program through one local telephone office with new ease!"

**Maximum flexibility.** U-Haul buys Yellow Pages ads of all these different sizes to fill different requirements in different markets. All with 1 contact, 1 contract, 1 monthly bill. See how this flexible advertising service can work for *your* product or service. Call your National Yellow Pages Service representative at your Bell Telephone Business Office.

ONE CONTACT/ONE CONTRACT
ONE MONTHLY BILL




In just half an hour, important business news can speed from any point in the world to the printed Fairchild page. It has been done in 20 minutes. This unique ability to provide all the pertinent business news fast has made

**FAIRCHILD**
**BUSINESS NEWSPAPERS**

grow into the largest business newspaper organization in the world.
It has also made loyal readers of the one million business men and women you think of as prime buying influences. They read their Fairchild publication as habitually as you read your morning newspaper. Your advertising reaches them first in a Fairchild publication.

**THE BIG DIFFERENCE IS**
**NEWS**

WOMEN'S WEAR DAILY • DAILY NEWS RECORD • HOME FURNISHINGS DAILY • FOOTWEAR NEWS • SUPERMARKET NEWS • ELECTRONIC NEWS • METALWORKING NEWS • DRUG NEWS WEEKLY • MEN'S WEAR MAGAZINE • FAIRCHILD PUBLICATIONS, INC., 7 EAST 12 ST., NEW YORK CITY

San Francisco Chronicle
LARGEST DAILY
CIRCULATION
IN
NORTHERN CALIFORNIA

### Myrbeck Adds Two in Washington; Names Roberts

The Washington office of S. Gunnar Myrbeck & Co., has been named to handle advertising for Fibredex storage and mailing cases by Hollinger Corp., Arlington, Va., and for Special Air Services Inc., Alexandria, Va. Special Air provides charter air service to some 6,000 airports in the U.S. and Canada.

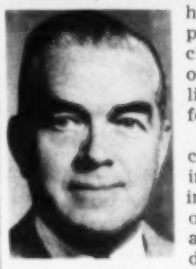
Edwin A. Roberts, formerly director of advertising for the broadcast division of the *Washington Post*, has been named director of creative services in Myrbeck's Washington office.

### McWeeny to Pacific Outdoor

Douglas McWeeny, formerly outdoor media buyer and account representative in the Chicago office of J. Walter Thompson Co., has been named an account executive in the Chicago office of Pacific Outdoor Advertising Co.

## Danforth Joins Curtis Publishing as VP for Clients

NEW YORK, Aug. 31—J. Davis Danforth, former exec vp and director of Batten, Barton, Durstine & Osborn, who retired Jan. 1, '60, has been appointed vp for client relations of Curtis Publishing Co., effective Sept. 15.


J. Davis Danforth

The newly created post is in the advertising department of Curtis, whose account is handled by BBDO. Mr. Danforth will be concerned with all of the company's magazines; he will be quartered at its New York office.

Curtis will be Mr. Danforth's second employer in the advertising field. His relationship with the first one, BBDO, began in 1925—a fact which prompted Mr. Danforth to comment, upon retirement: "35 years in one job is enough for anyone."

■ Starting out as a mail room clerk, he advanced up BBDO's ladder to office manager; vp in 1938; director in 1939; exec vp in 1946; and a member of the agency's executive committee in 1952.

He has served as chairman of the American Assn. of Advertising Agencies, and chairman of its advisory committee. Since his retirement last year, Mr. Danforth has continued as consultant with BBDO.

When he left his fulltime duties with the agency, he indicated that a return to business might be in the offing. #

### Crown Zellerbach's Gaylord Division to Lennen & Newell

Crown Zellerbach Corp., San Francisco, has appointed Lennen & Newell, San Francisco, to handle advertising for the Gaylord container division, manufacturer of corrugated and solid fiber shipping containers.

French Advertising, St. Louis, will continue to serve the account until Dec. 31. Crown Zellerbach reports that the change is due to the transfer of Gaylord division headquarters from St. Louis to San Francisco.

### Milici Elected Adclub Head

Raymond B. Milici, president of Milici Advertising Agency, Honolulu, has been appointed president of the Advertising Agency Assn. of Hawaii. Other new officers include Allan D. Starr, of A. D. Starr Inc., vp; Rich Kitson, Vance Fawcett Associates, secretary; and Earl J. Goris, of Earl J. Goris Advertising Agency, treasurer.

### Case Joins Bloomingdale

Vivian Case, formerly advertising and publicity manager of Liberty House, Honolulu department store, has joined Bloomingdale's store, New York, as public relations director.

### Steinlauf Adds Three

Malcolm Steinlauf Advertising, Los Angeles, has added three accounts: Doranne of California, giftware maker; Central States Printing Equipment Co.; and Kingsbacher-Murphy, plastics maker.

How one idea gives Budweiser® a head start on competition

**Hankscraft display motors** put this simple motion into a point-of-purchase display for Anheuser-Busch, Inc. It was a moving experience. Moved more Budweiser® off the shelves. Kept this happy brewer moving along well ahead of competitive brewers.

Think what "motion on display" can do for you . . . providing the final impulse so many consumer products need . . . tying in and coordinating with the rest of your advertising efforts . . . completing the full circle of consumer impressions at the precise point where an impression *must* be made!

Here's the best part: Hankscraft motors, powered by a single flashlight battery, generally do the job for less than a penny a day.

Our job is making displays more effective . . . getting more shopper attention and more buyer action for your dollar of display investment. We make the motors that do this job. Your printer, lithographer or display house will make the displays.

Like to know more about the Budweiser® Story? Write to Hankscraft for some interesting figures.

HANKSCRAFT CO.
DISPLAY MOTOR DIVISION • REEDSBURG, WISCONSIN

Oscillating Rotary AC

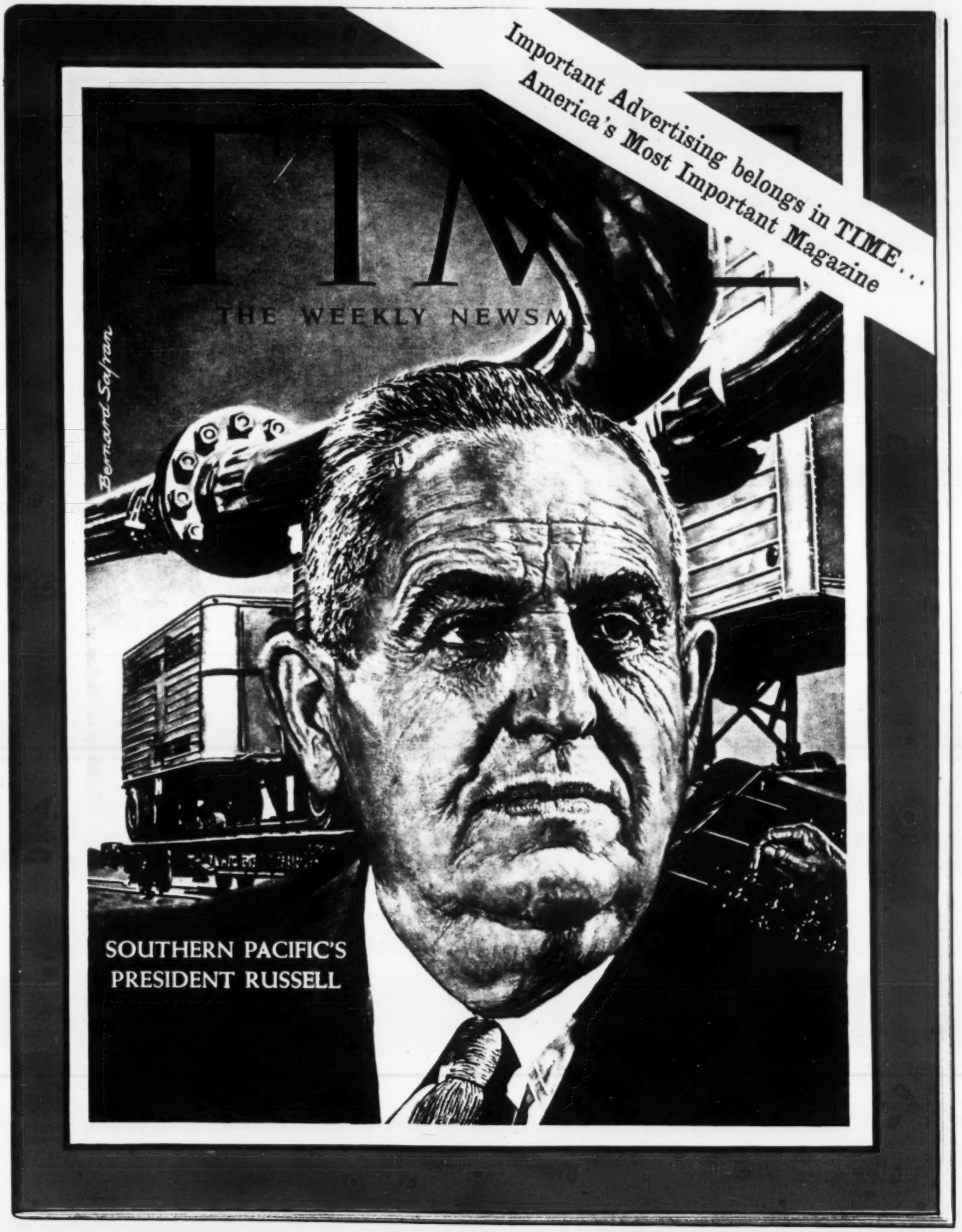
PUT MOTION IN YOUR DISPLAYS TO KEEP YOUR PRODUCTS IN MOTION

HANKSCRAFT COMPANY
Display Motor Division, Dept. AA-91
Reedsburg, Wisconsin

Gentlemen:
☐ Please send details on the Budweiser® Story.
☐ I'd like to know more about "Motion on Display."

Name .....
Company .....
Address .....
City ..... State .....

WIN THE NEVADARAMA SILVER MINE
See page 37




## U.S. Corporation Presidents have again voted TIME The Most Important Magazine in America*

And their own personal favorite. Not just for the news of business and industry—but for TIME's incisive coverage of the whole world's week. For TIME is many magazines in one (Business, The World, Education, Science, Books). It is read cover-to-cover by important and influential people in every field. Isn't that why TIME is the important and essential buy for any advertiser who has something important to say and to sell?

*Your TIME representative will be glad to show you a copy of the new series of surveys on the reading preferences of America's Most Important People

# BANGOR

## Maine's *FIRST* Media-Market

**8th IN NEW ENGLAND**

Served by Maine's Largest Daily Newspaper, larger than any morning or evening New England newspaper published north of Boston.

See the new *U. S. Market Ratings* in our National Newspaper Cumulative County Markets study.

Get the facts. Ask for NNCCM today!

**Bangor Daily News**

Represented by Johnson, Kent, Gavin & Sinding, Inc.


### *Library Week Names Reubens*

Beryl L. Reubens, director of public affairs for Brandeis University, has been named director of National Library Week, succeeding John S. Robling, who resigned to become director of company relations of Encyclopaedia Britannica Inc. (AA, Aug. 28). Prior to joining Brandeis, Mr. Reubens was manager of news and public affairs publicity for the CBS Television Network.

### *'Redbook' Appoints Two*

*Redbook*, New York, has appointed Walter E. Mercer, previously with Young & Rubicam, and James A. Mulcahey, formerly with *Motor Boating* and *Harper's Bazaar*, to its sales staff.

### *'Air Purchasing' Names Reps*

Murray Bernhard Associates, New York, has been named advertising sales representative for *Air Purchasing & Traffic*, Chicago, covering New York and the eastern states.

The man in the Pelaco White-Dri rockets through like crazy!

LOVERLY—*This hep-talking ad will be used by Pelaco Ltd. for its new un-square advertising in Australia.*

## Hep Copy Helps Round Out Square Aussie Shirt Buyers

MELBOURNE, AUSTRALIA, Aug. 29—Hep talk, which has already "beat" one generation in the U. S. and murderized the language there, is on the march in Australia.

This new Peril has made the scene Down Under, via newspaper advertising for Pelaco shirts by Pelaco Ltd.'s new agency, Noel Paton (Vic.) Pty. Ltd. The agency, which took over July 1, has set out to overcome the image of Pelaco here as a longtime brand that is strictly for squares.

In addition to the beat bop hep talk in print copy, the agency has prepared tv spots which feature "The Pelaco Kiss." The spots, with an appropriate jingle, show a girl admiring a man, fondling his shirt, fiddling with his face and closing with a drawn-out clinch.

■ If you want to know how beat talk sounds Down Under, here's a sample from the first ad in the series:

"When a fella wants to get hep and race his wheels for his blue-eyed five-foot-two, and flee along, real cool like, to the malt shop, first thing he should do is shuffle into a Pelaco shirt . . . it's a real classy drape."

Tag-end copy reads:

"P.S. This superb shirt is craftsman-tailored to suit squares, too. So don't be slayed by the cool-tongued gibberish. It all adds up to one thing—It is indeed a lovely—you know." #

### *Conrad Names Frank Block*

Conrad Inc., St. Louis, marketer and distributor of liquors and wines, has appointed Frank Block Associates, St. Louis, as its agency, effective Sept. 1. The products include Laurel Springs bourbon which will be distributed nationally this fall, and Celebrity wines. Block also will place regional advertising for Cutty Sark scotch, Haig & Haig whiskies, Contreau liqueurs and Italian Swiss Colony wines. The account, which has been billing an estimated $100,000, formerly was handled by Batz-Hodgson-Neuwoehner, St. Louis.

### *Smith Heads HI-PO Program*

Paul C. K. Smith, formerly account group head at Batten, Barton, Durstine & Osborn, has joined the National Assn. of Home Builders, Washington, D. C., as director of its Housing Industry Promotional Operation, known as HI-PO.

### *Brooks Appoints Weiss*

Bobbie Brooks Inc., Cleveland, has appointed Melvin D. Weiss director of advertising and promotion, effective Sept. 1. Mr. Weiss was formerly with McCann-Marschalk.

*"Well, we decided one thing, anyhow:*
*we include Charleston-Huntington and WSAZ-TELEVISION."*

In the 72-county, 4-state Charleston-Huntington market, WSAZ-TELEVISION is the *only* television station seen everywhere. No other single television station even approaches this exclusive coverage. Reason? The market was *created* by WSAZ-TELEVISION, through its power and programming. Pick Charleston-Huntington and WSAZ-TELEVISION . . . reach two million people earning $4 billion a year in the heart of the "American Ruhr" region of the great Ohio Valley. Your Katz Agency man can tell you more about this newest Goodwill Station, and why it belongs on your must-buy list.

**WSAZ TELEVISION**
CHANNEL 3 CHARLESTON - HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.

# "Ad Age is a valuable asset"

*says* **Richard R. DeMark**, *Advertising Manager,* **Kemper Insurance:** "When you put together the insurance business and the advertising business, you have a combination that really spells change—competition in the insurance business is getting more intense with each day—keeping on top of advertising ideas and possibilities is a must. That's why Advertising Age is a valuable asset. It helps keep me abreast of the news as it may affect our business, and its reporting of developments and techniques in fields completely foreign to insurance may spark a variation that will have application for Kemper Insurance. I count on Ad Age to help me keep up to date on what's going on."

KEMPER INSURANCE

Mr. DeMark joined Kemper Insurance at Chicago in 1948 as a copywriter, having had agency experience with D. P. Brother & Company in Detroit. In 1957, he became assistant advertising manager and three years later was named advertising manager. Mr. DeMark, a graduate of the University of Michigan, is a navy veteran of both World War II and the Korean War. His professional affiliations include the Advertising Executives Club of Chicago, which he served as president in 1956. Outside the business world, he is active in Republican party work.

Kemper Insurance, now composed of five companies—Lumbermens Mutual Casualty Company, American Motorists Insurance Company, American Manufacturers Mutual Insurance Company, Federal Mutual Insurance Company and Fidelity Life Association, is using print and broadcast media in its $1,000,000 ad program.

important to
important people

**200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS**
**630 THIRD AVENUE • NEW YORK 17, NEW YORK**

*1 Year (52 issues) $3.* ABC ABP NBP

# Along the Media Path

Parades, a beauty contest, dance and other special events during the first part of September will help **WBRC-TV**, Birmingham, Ala., "make the big click to six," when the station (on Channel 6) switches to full programming of the ABC-TV network.

• **Field Enterprises**, Chicago, has purchased the Manistique Pulp & Paper Co., Manistique, Mich., which manufactures newsprint from waste paper, as well as wood pulp.

• Last month, **KTVT**, Dallas-Ft. Worth, hand-delivered 100 prime Angus sirloin steaks to agency personnel in the New York area to publicize its power increase to 316 kw, which will allow 25% more power strength and picture clarity.

• **Electronics** has presented Dow Corning Corp. with a special award for the highest readership score achieved by an advertising campaign during 1960 in its product category. A duplicate award was made to Church & Guisewite Advertising, the Dow Corning agency on silicones.

• To demonstrate listener loyalty to the Detroit Tigers, for five days last month, **CKLW**, Detroit, asked listeners to address postcards to "Go You Tigers." The plan to show the Tigers their fans' loyalty started as an idea to circle Tiger Stadium once with postcards, but the first lot of 32,504 cards received would circle the stadium 10 times. The station will award 24 fans who mailed postcards with 2 tickets each for a baseball party at the Tiger-New York Yankee game on Sept. 14.

• In recognition of its efforts to educate the public in civil defense preparedness, **KPIX**, San Francisco, has been awarded a certificate of commendation from the California Disaster Office for its weekly series on "Steps to Survival."

• More than 5,000 persons accepted an invitation by **WCAU**, Philadelphia, to attend a breakfast of fruit juice, eggs, bacon, sausage, coffee and rolls and coffeecake, served outdoor buffet style at 7 a.m., Aug. 16. The outdoor promotion was the highlight of the station's "Eggs 'Round the Clock" promotion, a public service campaign to reawaken consumer interest in eggs.

• **KFMU**, Los Angeles, has begun scheduled broadcasting in fm stereo. The initial program, "Heritage Concert," is broadcast Monday through Friday between 8 p.m. and 10 p.m.

• Roman C. Pucinski, Illinois representative, has cited **WBKB**, Chicago, in the Congressional Record, for its musical show "Polka-Go-Round," for its cultural contribution.

• On Aug. 23, **WGN-TV**, Chicago, telecast nine hours of color programming in conjunction with the Zenith National Jobbers Convention which opened on that day.

• To promote its "golden sound of music" theme last month, **KIOA**, Des Moines, hid 200 "gold" bricks throughout the greater Des Moines area. Finders of the bricks received gold Ronson lighters, gold transistor clock radios and other gold gifts.

• In September, the **Miami News** will institute a civil defense training program, in which some 700 *News* employes will be given free instructions on fallout and blast protection by civil defense personnel. Each employe will take 12 hour-long classes on company time.

• "Redbook Magazine's Shopping Center Promotion Planbook," containing ideas for themes, events, and traffic-builders, is available from **Redbook**, 230 Park Ave., New York 17. Each copy is priced at $10.

• For the fifth year, **Food Service** has issued its editorial calendar, which describes the publication's editorial theme for each month during the coming year. Copies of the calendar may be obtained from *Food Service*, 2132 Fordem Ave., Madison 1, Wis.

• **Department of New Laurels: McCall's** reports advertising revenue of $26,580,000 during the first nine months of 1961, a 25.1% increase over the comparable 1960 period. #

Brennan Glascock Martinez

SEA-GOING PARTY—*Host Harvey Glascock, of WIP, Philadelphia, greets Vera Brennan, of Sullivan, Stauffer, Colwell & Bayles, and Hope Martinez, of Batten, Barton, Durstine & Osborn, at the start of a time buyers moonlight sail around New York.*

### *'Chain Store Age' to Publish Shopping Center Monthly*

*Chain Store Age* will publish a shopping center edition once a month, beginning January, 1962. Arnold D. Friedman, publisher, said the edition was a natural outgrowth of the publication's management of the shopping center construction and equipment exhibition at the annual conventions of the International Council of Shopping Centers.

William Waddington will be publication director. He will continue in this capacity with the executive editions combination of *Chain Store Age*.

### *Salada-Junket Names Frey*

Douglas E. Frey, formerly Philadelphia zone sales manager for the food department of Procter & Gamble Distributing Co., has been appointed sales manager of Salada-Junket division of Salada-Shirriff-Horsey, Woburn, Mass.


ORCHIDS FOR HER
will mean
MORE SALES
TRAFFIC
GOODWILL
AS LOW AS 9¢ EACH
MINIMUM ORDER 100
ORCHAWAII
ORCHIDS OF HAWAII, INC.
305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
Branches
• 469 E. Ohio St., Chicago 11, Ill. • Tel. 467 5765
• 24421 Narbonne Av., Lomita (L.A.) Cal. • DA 5 0381

The BIG SALES GUN
in the year-end drive of '61

Full page newspaper color with
CERTIFIED Blue Ribbon CC Mats

More and more the beauty and power of full color advertising is dominating the daily newspaper pages. National and local advertisers have found that color gets *more* attention, *faster* action, *bigger* sales response than black and white, by big margins.

The Power of Color

Full page color displays your product *realistically*. It permits the reader to visualize it as an actuality in his possession. It inspires a powerful buying urge.

Full page color enables you to identify your product in its distinctive finishes or packaging hues, stimulating quicker consumer recognition and preference.

Because of the many curious mental and emotional associations of color, subtle applications are possible with full page color to imply warmth, coolness, happiness, cleanliness, etc.

Newspaper color
for national or local action

For the year-end sales drives of your clients, use CERTIFIED Blue Ribbon CC Mats to carry national or pinpointed local newspaper color campaigns. These mats assure hairline register of color plates, strikingly accurate reproductions, and sales-making action from newspaper readers.

Consult your mat molder, or communicate with

CERTIFIED DRY MAT CORPORATION
555 Fifth Ave., Dept. D., New York 17, N. Y.

Certified
BLUE RIBBON MATS



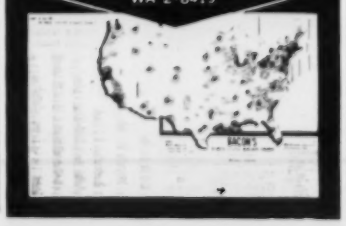
NOW BACON'S CLIPS
NEWSPAPERS
offers expanded
coverage!

All the daily newspapers covering the nation's manufacturing and marketing areas. Now you can get accurate coverage of **both NEWSPAPERS and MAGAZINES** with **one** bureau — BACON'S, the national standard for reliable clipping service.

Send for
MARKET AREA MAP

Full details on BACON'S expanded coverage. Lists **every** magazine and newspaper we read. Map shows market areas covered by newspapers on our list. Send today for free copy.

BACON'S CLIPPING BUREAU
14 E. Jackson • Chicago 4
WA 2-8419



McGraw-Hill
publications reach
your most important
customers and
prospects in these
major markets:

**AEROSPACE**
Aviation Week and Space Technology

**ARCHITECTURE**
Western Architect & Engineer

**APPLIANCE-RADIO-TV**
Electrical Merchandising Week

**ATOMIC ENERGY**
Nucleonics

**BUSINESS MANAGEMENT**
Business Week

**COAL MINING**
Coal Age

**CHEMICAL PROCESS INDUSTRIES**
Chemical Engineering
Chemical Week

**CONSTRUCTION**
Construction Methods & Equipment
Engineering News-Record

**DISTRIBUTION-INDUSTRIAL**
Industrial Distribution

**ELECTRICAL CONSTRUCTION AND MAINTENANCE**
Electrical Construction & Maintenance

**ELECTRICAL GOODS**
Electrical Wholesaling

**ELECTRICAL UTILITIES**
Electrical World
Power
Electrical West

**ELECTRONICS**
Electronics

**INSTRUMENTATION AND CONTROL**
Control Engineering

**MANUFACTURING PLANT OPERATION**
Factory

**METAL & NONMETALLIC MINING**
Engineering and Mining Journal
E&MJ Metal & Mineral Markets

**METALWORKING**
American Machinist/Metalworking Manufacturing

**OFFICE TRAINING**
Today's Secretary
Business Education World

**PETROLEUM**
National Petroleum News

**POWER**
Power
Electrical World
Electrical West

**PRODUCT DESIGN**
Product Engineering

**PURCHASING-INDUSTRIAL AND BUSINESS**
Purchasing Week

**TEXTILES**
Textile World

**TRUCK AND BUS FLEETS**
Fleet Owner

**OVERSEAS PUBLICATIONS**
International Management (English, Spanish and Portuguese Editions)
Automobile International
Automovil Internacional
Ingenieria Internacional Construccion
Metalworking Production (London)

**Purchasing Week**

July 24, 1961

# Fast-Paced Growth of Plastics Gives Buyers Wide but Difficult Choice

Plastics producers and fabricators are stepping up efforts to expand markets and win new ones in order to keep up the frantic growth pace they've set in recent years. Boasting a wide assortment of new materials to lure them) the plastics people are trying hands that can be used in almost every industry that the new materials have a place in every

The big volume industries—construction, appliances, automotive, packaging—are the main target, and it's easy to see why. For example, plastic used in the average car today—up from a few pounds in 1950—is the average car today—up from a few pounds in 1950—is the average car today. And the switch to plastic fuel tanks in the average car today. And the switch to plastic fuel tanks in the 6-million car series. And the switch to plastic fuel tanks in the 6-million car series. And the switch to plastic fuel tanks in the 6-million car series

### Dunas Adds One

K&A Investment Corp., national land holding company, has appointed Edwin C. Dunas Inc., Los Angeles, as its first agency. The company plans a television campaign in L. A., San Francisco, Dallas and Chicago for its Desert Shadows land promotion.

WIN THE NEVADARAMA SILVER MINE
See page 37

### Farm Ad Bureau Opens Office

State Farm Paper Advertising Bureau, formed this spring (AA, May 15), has opened its offices at 20 N. Wacker Dr., Chicago. Theodore E. Prescott is the bureau director. The bureau represents 28 state and local farm publications.

## British Columbia Dentists Use Ads to Recruit Students

VANCOUVER, B. C., Aug. 29—Dentists of British Columbia have turned to advertising to help meet the shortage of men in their profession.

"Wanted, 200 new dentists now," is the headline of one of a series of seven news-style advertisements placed with newspapers of the province. Copy says:

"British Columbia needs 200 new dentists—and needs them now. So acute is the shortage of qualified men that many areas of B.C. have no readily available dental service at all. And the trouble is—dentists are not trained overnight. It takes at least six years of intensive university study to become a dentist."

■ The ads run in all daily and weekly newspapers in British Columbia with a twofold purpose—to encourage more persons to study dentistry, and to maintain the prestige of the dentist in his community.

■ Cockfield, Brown & Co., the agency for the British Columbia Dental Assn., gave this background of the campaign to ADVERTISING AGE:

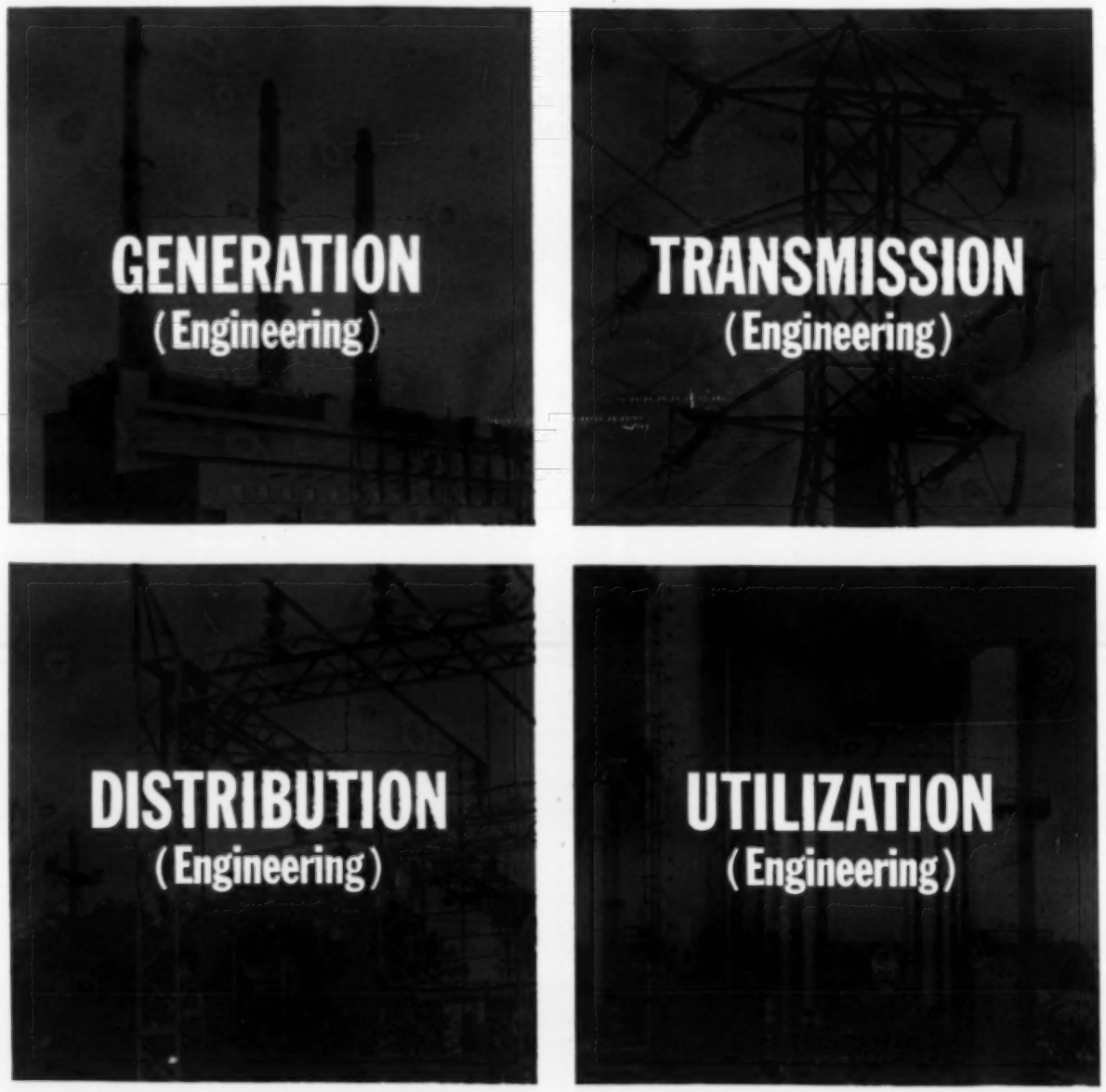
"We already knew there was a serious shortage of dentists in the province. An extensive survey which we undertook revealed that there was an alarming amount of ignorance in many people's minds concerning the educational qualifications necessary for a man to become a dentist.

"This could not be tackled properly and consistently through free editorial channels, so we went to advertising to tell our story to the people.

"The result, to date, has been very gratifying. More than 200 students have written asking for details. They, in turn, have all been contacted and referred to dentists in their areas for further consultation.

"Editorials have appeared in the B. C. press praising the campaign, drawing to the attention of the provincial government and the University of British Columbia to the desperate need for a faculty of dentistry." =

KIND, TENDER, LOVING—*Martinson Coffee will use this newspaper ad, plus tv, in its new campaign (AA, Aug. 28).*




*The only engineering magazine that covers the Total Power Market*

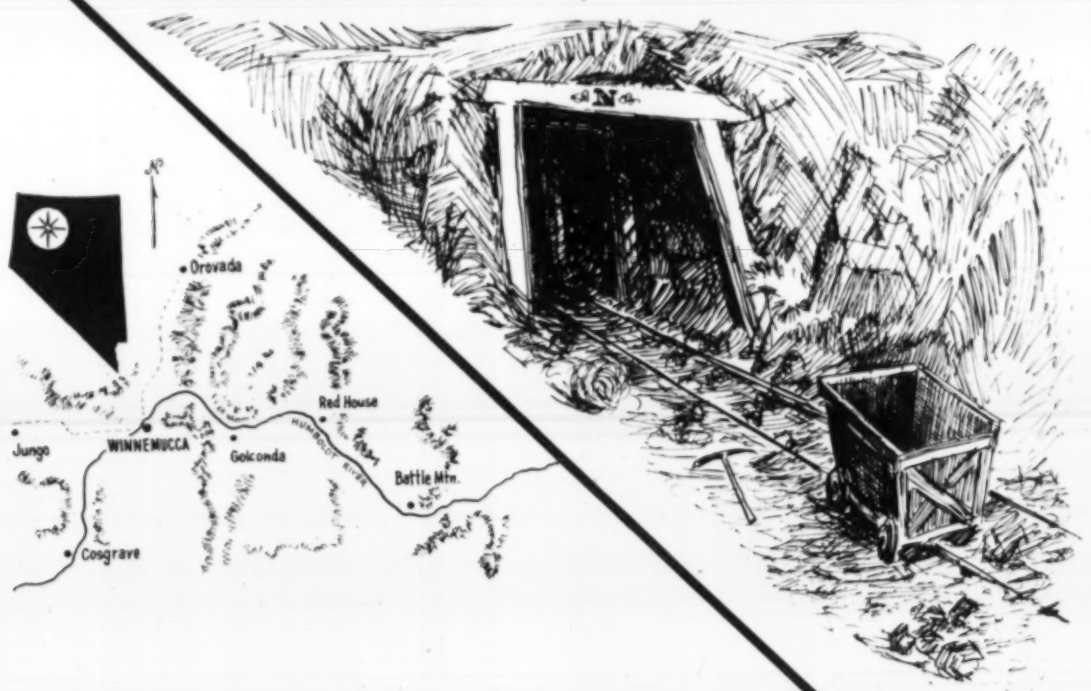
**Power Engineering**

*Today, the ONLY MAGAZINE that covers the Total Power Market!*

KSLA TV
SHREVEPORT
LOUISIANA

Ask our reps . . .
Harrington, Righter and Parsons
. . about the **naturally rich** KSLA-TV market.

# WIN THE NEVADARAMA SILVER MINE




NEVADARAMA SILVER MINE IS JUST 30 MILES OUTSIDE OF WINNEMUCCA. NEARBY FUN SPOTS—GOLCONDA (pop. 300), Humbolt (30), Mill City (20), Orovada for gas (40), Cosgrave (pop. in 1861—19, pop. in 1961—19; centurians all). Other towns for festive frolics within easy 2 days reach.

## JUST TELL US...

**(IN 25 WORDS OR LESS) WHY YOU THINK ADVERTISERS WILL STRIKE IT RICH IN NEVADARAMA* AND THE SILVER MINE AND ALL-EXPENSES-PAID ROUND TRIP TO FABULOUS NEVADA IS YOURS AS THE LUCKY WINNER.**

*Coming in November! A Bonanza of Entertainment. Three years in the making. Herald of America's greatest, most economical pleasureland—Nevada! A monthly magazine of all Nevada . . . Las Vegas and its fabulous Strip; of Reno (the Biggest Little City in the World and growing bigger all the time), of Lake Tahoe (gem of the High Sierras), of people and places near and far. Of girls, gaming, ghost towns. Of big-name stars and spectacular stage reviews. Of sports, travel, humor, nabobs and ne'er-do-wells, profiles, food and drink. A book of the unexpected and the unusual. Replete with color—by lens and brush and pencil. Slick paper. Fat. The works!

**LOCALITY OF CIRCULATION AND DISTRIBUTION: NATIONAL AND MEGALOPOLITAN.**

Bound to be read by: men and women, young and old, jaded and joyous, sportsmen, speculators, night-clubbers, housewives, executives, sun-worshippers, salesmen, celery growers, playboys, motorists, tycoons, imbibers, air travelers, hipsters, oil men, gourmets (and gourmands), cattle breeders, frat men, et al.

## NEVADARAMA

**GUARANTEES AN INITIAL AVERAGE CIRCULATION OF 100,000. ADVERTISERS IN THE FIRST TWO ISSUES WILL BE "RATE-PROTECTED" THROUGH JUNE OF 1962, DURING WHICH TIME CIRCULATION WILL BE SUBSTANTIALLY INCREASED.**

## CONTEST RULES

1. Contest open to all members of the advertising profession (except all executives, managers, personnel and representatives of NEVADARAMA Magazine, and to members of their immediate families. In fact, to anyone vaguely connected with NEVADARAMA).
2. Entries must be postmarked not later than 12 midnight October 31, 1961.
3. All entries submitted per the contest rules will be read and will be contributed to the Boy Scout paper drive. None will be returned.
4. All entries submitted per the contest rules will be read and judged on the basis of brevity, clarity, pertinence and aptness of expression. Panel of impartial judges will render final decision. Winner will be notified personally and announced in this publication.
5. Winner will receive title to a mine in Nevada guaranteed to contain an ore of silver, plus a free, all-expenses-paid round trip to Nevada.

### NEVADARAMA Magazine Silver Mine Contest

**165 O'Farrell Street • San Francisco 2, California**

Gentlemen:
I think that advertisers will strike it rich in NEVADARAMA because,

_____

_____

_____

_____

_____

Name _____

Firm _____

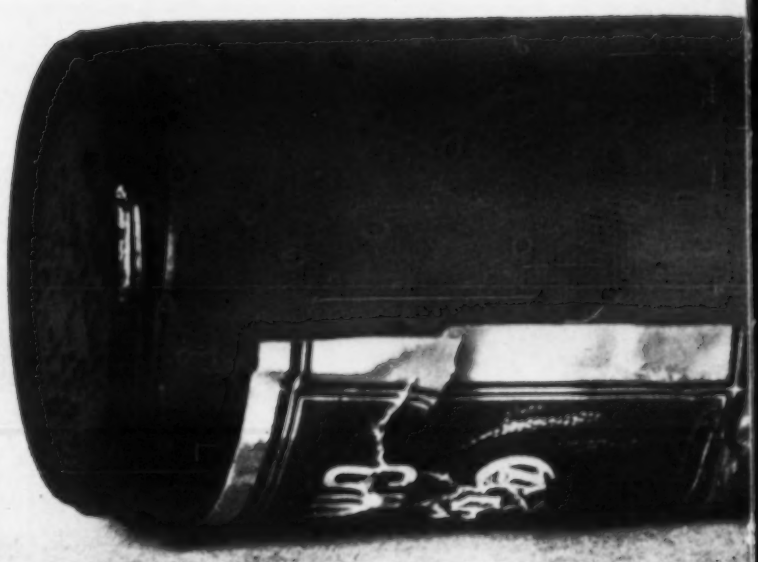
Title _____

Address _____

Phone _____

**THIS ENTRY BLANK MUST BE FILLED IN COMPLETELY.**

**Consumer Reports show that younger, larger families drink up 58,900,000 bottles of soft drinks a day.***



If you're the head of the house, if you're under 40, if there are 5 or more in your family, these astronomical numbers should come as no great surprise.

America's younger, larger, post-war families are, of course, the nation's biggest consumers. Of Everything.

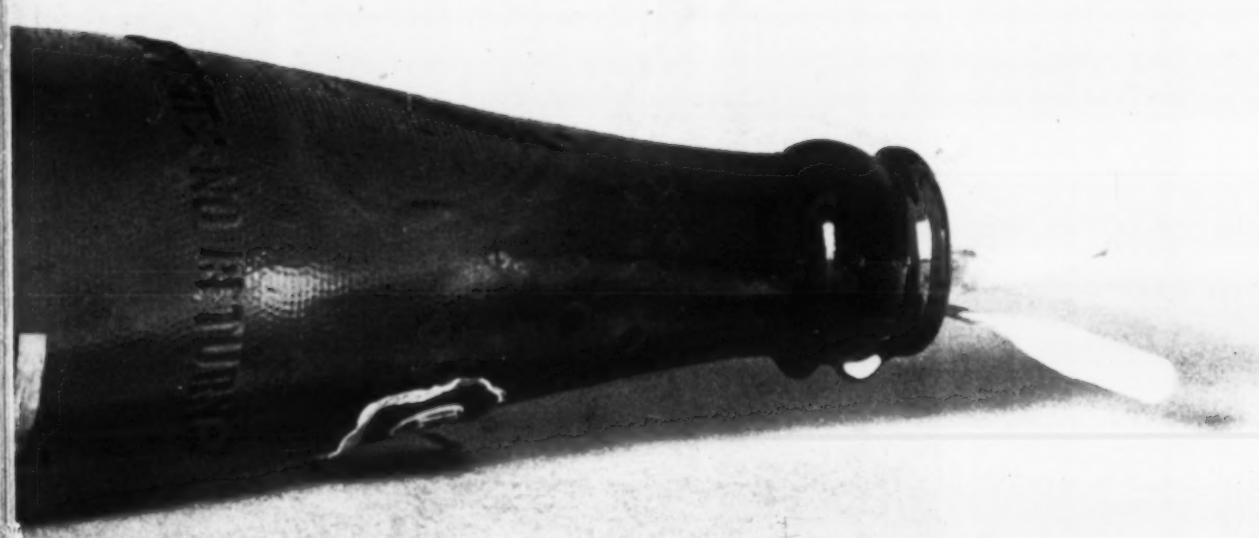
Every day, for a gargantuan instance, they gulp down 47,900,000 quarts of milk. Every month they brush their way through 6,173,000 tubes of toothpaste.*

Their appetite for television is equally devouring. Particularly, as the chart shows, for ABC Television.

Indeed, it would be odd if ABC-TV, programmed as it is for the younger, larger family, were not well ahead of Nets Y & Z in delivering this all-consuming audience.

Slide-rule this numerical advantage against ABC's lower cost of reaching these big spenders and you've got the answer to some mighty profitable television advertising.

**Nielsen Reports show that younger, larger families eat up ABC-TV programs.†**



| NETWORK | ABC-TV | NET Y | NET Z |
|---|---|---|---|
| HOUSEHOLD HEAD, 40 OR UNDER | 21.4 | 18.8 | 16.5 |
| FAMILIES OF 5 OR MORE | 24.5 | 20.2 | 17.2 |

# ABC Television

*Source: Product consumption projected from "Life's Study of Consumer Expenditures."

†Source: Nielsen TV Index, Average Audience, Dec. 1960 to June 21, 1961; Monday through Saturday, 7:30-11:00 P.M.; Sunday, 6:30-11:00 P.M.

If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

*This is straight talk to you engraving buyers.*

**HUTCHINGS & MELVILLE, INC.** *Photoengravers*
SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

## *T. K. Quinn, Adman, Critic of Advertising, Big Business, Dies*

SPRINGFIELD, MASS., Aug. 29—Theodore Kinget Quinn, 68, a former president of Maxon Inc., New York, and a former vp of General Electric Co., died of a heart attack Aug. 26 at the home of his son-in-law, Cmdr. Arthur Gramse.

Mr. Quinn, who headed GE's then-new refrigerator department back in 1927, when he was 34, and helped it gross $50,000,000 annually by 1930, later became an arch critic of big business. He carried the battle to the "super investigation" of General Motors Corp. conducted by a Senate monopoly subcommittee in 1955, when he alleged that the press had failed to discuss the issue frankly, partly because of its dependence on advertising.

Referring to the contention that there was no such thing as an entrenched position in the automobile industry, he said, "Neither is there in a horse race. But when one or two interests own the track, have the only means to employ the best stables and jockeys, enter more horses in the race and finally have their own people represented among the judges, the results are practically inevitable."

■ Mr. Quinn launched into a big business career because he considered it "inexcusable that anyone should be as poor as we were." After working as a $7-a-week factory hand at National Lamp Works, Cleveland, he moved into GE's refrigerator department in 1927. By 1936 he desired "independence and more leisure," and joined Maxon as president. In 1944 he and several independent appliance dealers formed Monitor Equipment Corp. and he was its president until 1960. He was also president of T. K. Quinn Co., a management company.

After leaving GE, Mr. Quinn became a prolific writer of books assailing big business. Some titles were: "I Quit Monster Business," "Giant Business—Threat to Democracy," "Giant Corporations: Challenge to Freedom."

In "I Quit Monster Business," Mr. Quinn said, "Any notion that small business can continue indefinitely to compete against the financial, purchasing and advertising power of the monster corporations is a pure myth."

■ Of his resignation from GE, he had this to say, "I disliked the power of one man to decide what stockholders and the board of directors were supposed to decide. . . The company regularly engaged in practices of which I could not approve. . ."

He charged that there was never any "real price competition" between GE and General Motors in the refrigeration field. He alleged that "certain directors of General Motors were also directors of our company, and even more potent and controlling were common banking interests such as Guaranty Trust."

He argued, that in 1949, $500,000 was the minimum expenditure to keep a trade name alive in the public mind. He also contended that the manufacturing efficiencies of smaller companies were washed out when advertising and promotion entered the picture. Moreover, advertising was also used to reenforce inferior products, he said.

Media came in for some rough handling in the book. He believed the "potent, indirect influence" of advertising was responsible for media lassitude—"[the publisher] prints the viewpoints that the monsters want printed, and he forbears when any statement would be likely to damage them."

Mr. Quinn once told a sales management conference that national advertising and merchandising "is a blue chip game, and only big money can play."

On the other hand, he believed that "it's the small business man of the country who does the expensive pioneer work." #

### LESLIE E. ROBERTS

NEW YORK, Aug. 29—Leslie Evan Roberts, 54, former chairman of the board of Seagrave Corp., manufacturer of firefighting equipment, died Sunday at University Hospital after a long illness. Mr. Roberts relinquished his position last January because of ill health, but continued until recently as a board member and a consultant.

He was a former vp of Radio Station WMCA, and later president of Philharmonic Radio & Television Corp., New Brunswick, N. J. He sold his interest in the radio-tv company six years ago to join Seagrave.

TONIGHT AND EVERY NIGHT

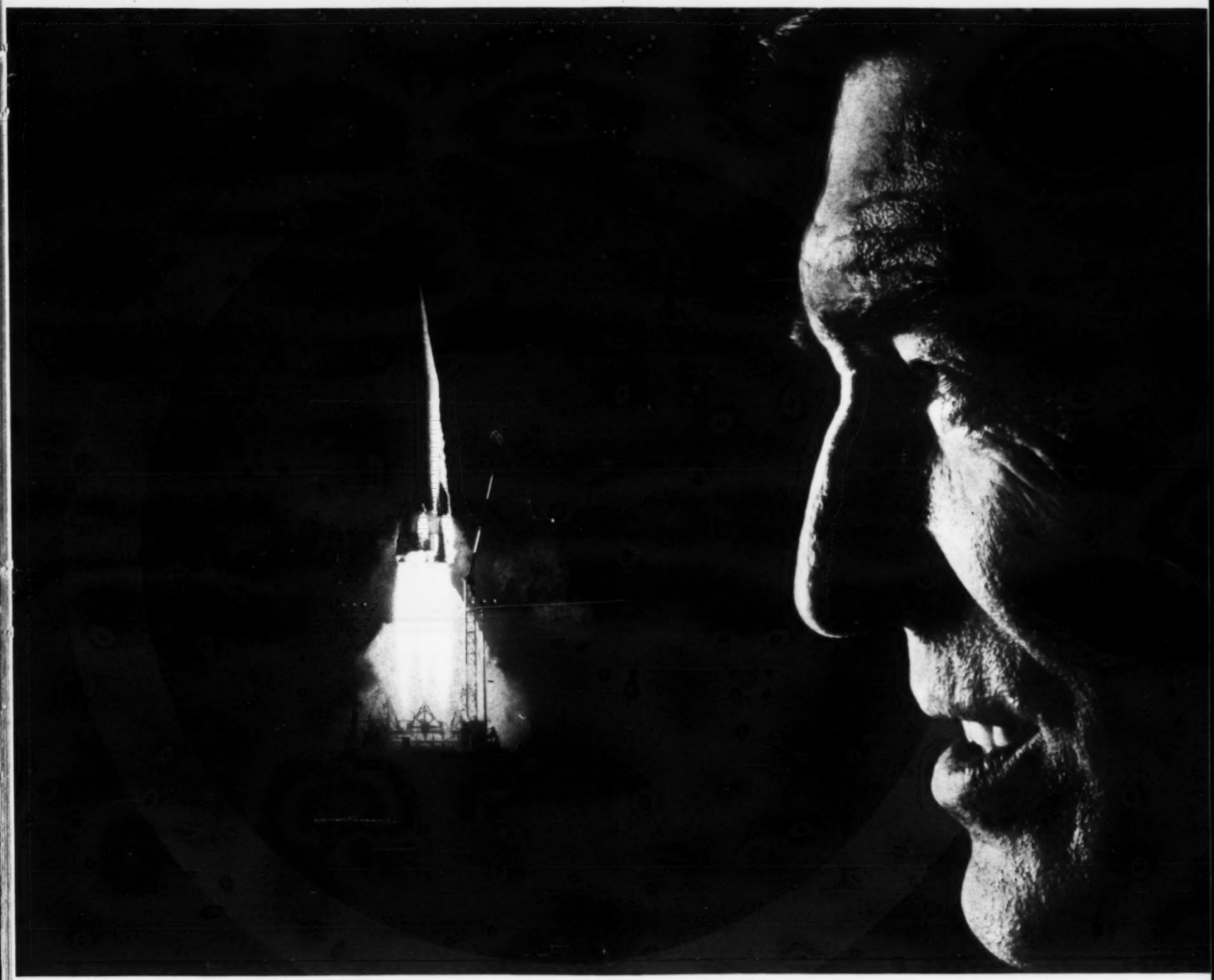
JACK LAZARE STARS ON WINS 1010

1010 WINS NEW YORK

The star's the same—
the show's the same—
but the **selling power is bigger**
because the **station's changed!**
Now Jack Lazare and
his wonderful world
of show tunes,
feature albums and lively
all-night-through entertainment
is on WINS. Tonight and every
midnight through 6 A.M. at 1010
on your dial. Remember—
whatever you sell, you'll sell
more when you sell all night
with Jack Lazare on WINS,
your No. 1 media buy
in the nation's No. 1 market.
Commercials are live or ET
and program is available
for minute participation. Details?
Phone Herman Maxwell
at WINS, JU 2-7000.

Nationally Represented by The Katz Agency

# If it interests this special engineering mind...



# it's in electronics:

When you sell the electronics engineer, you make contact with a fast-moving, highly curious and constantly probing mind. A mind which never gets its fill of information. In a single day, the electronics man may face problems in research, design, production or management; he may work in any or all four areas. Only **electronics** has an editorial staff that constantly scours the nation and the globe to provide *authoritative* information in all four areas. That's why **electronics** readers are uniquely *loyal*. That's why these engineers form the major advertising and sales target for the nation's leading electronics manufacturers. Take a look at a recent issue and see!

ABP ABC **A McGRAW-HILL PUBLICATION,** 330 West 42nd Street, New York 36, N.Y.

1.12

# PHOTO REVIEW OF THE WEEK

Tisdale Arnold | Jaspan Haas | Vogt Koehler | Stanton Banks | Eisenberg | Dengate Reifsnyder | Schneider Covington | Welpott

**VOLUNTEER BROADCASTERS**—*Philadelphia radio and tv executives prepare to plan on-the-air activities for the city's $13,600,000 United Fund Torch Drive this fall. They are Murray Arnold, WPEN; Harry Haas, WFLN; George A. Koehler, WFIL, WFIL-TV, and United Fund Torch Drive radio-tv chairman; William A. Banks, WDAS; Robert W. Reifsnyder, executive director and campaign director of the United Fund Torch Drive; Richard Covington, WCAU; James M. Tisdale, WVCH; Elmer F. Jaspan, Adrian Bauer & Alan Tripp; William Vogt, WDAS; Patrick J. Stanton, WJMJ; Milton A. Eisenberg, Yellow Cab Co., and chairman of the United Fund Torch Drive public relations committee; C. Delmar Dengate, WIP; John A. Schneider, WCAU-TV; and Raymond W. Welpott Jr., WRCV, WRCV-TV.*

Watson | Mrs. Watson | Mrs. Kelleher | Kelleher | Lindstrom

**ARRIVALS**—*At the party Show Business Illustrated staged in Chicago to announce its inaugural issue were Mr. and Mrs. William Watson and Mr. and Mrs. Gerald Kelleher, Erwin Wasey, Ruthrauff & Ryan; and Donald Lindstrom, Edward H. Weiss & Co.* *(More pictures of the party are on Page 52.)*

**ADLAI REPORT**—*Arnold Michaelis (right), who with Stanley Frankel developed the new tv series, "Adlai Stevenson Reports," which will appear on ABC-TV starting Oct. 1, discusses the project with Jerome Cowen, vp and account supervisor, Kenyon & Eckhardt. In the series, Mr. Stevenson, U. S. ambassador to the UN, will report on the U. S. mission's activities at the international organization.*

Turner | Sengstacke | Murphy | Powell | Rhodes | Young

**NEGRO NEWSPAPERS REP**—*Consolidated Publishers Inc. has been formed to represent 150 Negro newspapers. It will start operations Sept. 1 with offices in New York, Chicago, Detroit and Los Angeles. The new group resulted from the merger of three publishers reps: Associated Publishers Inc.; Inter-State United Newspaper Inc.; and Defender Publications. President of the new organization is C. B. Powell, New York Amsterdam News. John H. Sengstacke, Chicago Daily Defender, is vp; Thomas W. Young, Journal & Guide, Norfolk, Va., secretary; Howard Murphy, Afro-American Newspapers, treasurer. Mrs. Nannie Mitchell Turner, St. Louis Argus; and E. Washington Rhodes, Philadelphia Tribune, directors.*

Kadison | Tepedino | Patafio

**RECRUITING AWARDS**—*Anthony J. Tepedino, vp, and John J. Patafio, president of Ambassador Mail Advertising Co., Bellmore, N.Y., receive Navy's recruiting certificate of appreciation award from Herbert Kadison, naval reserve commander, director of public relations of New York University medical center in civilian life. Cmdr. Kadison said direct mail promotion, launched by Ambassador at no cost to the Navy, was "directly responsible" for his unit having highest number of reserves among six reserve destroyers in New York area.*

# SALES MANAGERS: BREAK the space-buying RULES

# BREAK INTO

## one of America's hottest markets now!

**Iowa's economy becomes ever stronger as the year rolls on. Here are some significant specifics of interest to sales executives:**

**— personal income was UP 5% during the first 5 months, compared with the same period of 1960. (The country as a whole showed an increase of only .2%)**

**— department store sales during the first half were UP 7% over same period of '60 . . . and the June figure was 9%. For both periods — first half and June — Iowa's gains were largest in the 7th Federal Reserve District.**

**— new home building permits were UP 8.8% and valuation was UP 12%, first 6 months of 1961 over same period of 1960.**

**Nor is that all! Des Moines and 5 other Iowa cities are listed as "preferred cities" for September . . . crop prospects are excellent and cash farm receipts — UP 15% first quarter of 1961 over same period 1960 — are expected to show relative gains. You can sell in IOWA now!**

You may be dealing yourself out of this hot market by following an outmoded rule of space buying . . . that is, buying space only according to standard Metropolitan Area population ranking. This ranking, for instance, lists Des Moines (Polk County) way down the list in size of Metropolitan Area markets.

But we aren't talking about Des Moines or a lifeless statistic — because that statistic distorts the actual marketing facts. What we are talking about is the exciting concept of a horizontal, state-wide market instead of a vertical, metropolitan one. We are talking about IOWA . . . not "just another state," but one of America's most consistently active markets, unified by the state-wide coverage of one of America's great newspapers, the Des Moines Register and Tribune!

The key to it is "circulation coverage." Truth is, with 50% or better coverage in 76 Iowa counties, Des Moines Sunday Register ranks No. 11 and Daily Des Moines Register and Tribune with same coverage in 34 Iowa counties ranks No. 28 among Metropolitan Area markets.

What kind of job will these newspapers do for you? National and regional chains report great successes with state-wide campaigns . . . Sears, Kresge's, Younkers, Wards, Woolworth's, others. Mr. Robert Glaser, Vice President and General Manager of Gus Glaser Meats, Inc. of Fort Dodge, says, "Our plant is a hundred miles from Des Moines, but we regularly use the Des Moines Sunday Register because of its statewide coverage."

The customers are buying in Iowa — now's the time to reach them. Now's the time to break the "space-buying rules" and stir up sales for you in record-breaking Iowa with "The Hometown Paper for the Whole State of Iowa."

Represented Nationally by: Newspaper Marketing Associates – New York, Chicago, Philadelphia, Detroit, Los Angeles, San Francisco

# The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

### Ralph Starr Butler Recalls His Concept of Relationship Between Advertiser and His Agency

To the Editor: In the Aug. 7 issue of Advertising Age there was an editorial about General Foods and its advertising principles and practices. As a GF alumnus and deeply interested stockholder, I am appreciative of the commendation. From my side-lines point of view, I can honestly say I think it is merited.

In the editorial there is a statement attributed to me, to this effect: "Remember, at General Foods we don't change agencies—we change people." I have no recollection of making such a statement. Because it embodies my ideas, however, I could well have made it to someone; he could have repeated it; and thus a minor legend was born.

Pertinent to the editorial is the following statement of my idea about client-agency relations, which I phrased and filed some time ago:

> "The relation between a client and an advertising agency is not established by rules or universally accepted canons of procedure. Clients differ greatly in their attitude toward their agencies. With some, the agency relationship is a more or less casual and temporary thing, its continuance or discontinuance to be determined by a variety of considerations. During the relationship, too, the function of the agency in the general marketing picture differs with different clients.
>
> "In my case, I early established and always implemented two principles or rules of practice, related to my relation with advertising agencies and the relation, as well, of the companies for which I worked. First, I insisted that the agency should regard itself, and be regarded by the client, as a full partner in the promotion and sale of the client's products. I recognized no sharp line separating the client and the agency. We worked together as a team to accomplish our common purpose. This atmosphere of complete cooperation made for a happy and fruitful team performance.
>
> "Second, every agency that worked for me was given positive assurance that its tenure of an account would depend on one thing and on one thing only—the quality of its performance. Each agency was told that its principals need not lie awake nights wondering if the president's nephew might be tempted to go into the agency business and take away its accounts. There would be, and there was, nothing of that sort of thing where I was concerned. The agencies knew this; they rightly relied on our unqualified statements of intention; and they were willing and able, therefore, to invest in a new account or a new product an amount of expensive time and talent needed in the circumstances, with the expectation that they would more than get their money back as the business and the product developed a successful volume of sales under our cooperative encouragement.
>
> "These two principles of practice, always assented to by the people for whom I worked, were partly responsible, I am sure, for the great and growing success of GF—a company which was built on, and lives on, successful advertising of its many products. I am proud of the part I have been permitted to play in this important area of the company's activities."

Although many years have passed since I was responsible for GF advertising, it is my observation that the principles which it was my privilege to establish relative to agency relationships have been maintained and implemented by my distinguished successors.

**Ralph Starr Butler,**
New York.

• • •

### American Airlines Offer Doesn't Make Sense to Him

To the Editor: In every newspaper I have read during the past few weeks, I have seen the enclosed American Airlines advertisement.

I believe it is a good example of

"advertising we can do without" . . . not because it is untruthful or misleading, but because it is stupid.

Can you imagine any family, planning a trip involving a minor child, being able to put final plans off until the third count-down hour?

This, to me, is the kind of swivel-chair thinking which not only wastes the money of the advertiser, but also presents a completely unacceptable "product" to the potential consumer.

Gimmicks or "the point of difference" make sense . . . if they make sense in the first place.

**Warren F. Randolph,**
Weston, Mass.

• • •

### SRA Did Not Endorse Broadcast Clearing House

To the Editor: Referring to the story on Page 74 of the Aug. 14 issue of Advertising Age titled "Broadcast Clearing House Hopes to Be in Business Feb. 1," Station Representatives Assn. has not "endorsed" Broadcast Clearing House as stated in the aforementioned article.

The board of directors of SRA endorsed the plan in general which was presented by Broadcast Clearing House Inc., and instructed President Lewis H. Avery to so advise the principals of this newly formed corporation.

We specifically point out to you that SRA does not endorse a private enterprise . . .

**Lawrence Webb,**
Managing Director, Station Representatives Assn., New York.

• • •

### It Is Custom for AAW, AFA to Exchange Directors

To the Editor: I am always appreciative of the good reporting done by Advertising Age on behalf of advertising in general.

In the interest of maintaining complete accuracy, for the record, I want to call to your attention the fact that your Aug. 14 issue (Page 46) contains a misleading introduction to an otherwise routine story.

It has been the custom for several years now for AAW and AFA to exchange directors on an ex-officio basis. When I named Chick Collier, Dick Ryan and Don Ostensoe to serve with me as such directors on the AFA board it was simply in keeping with this liaison arrangement. AFA has named a similar number to our board . . .

**Lee Fondren,**
President, Advertising Assn. of the West, San Francisco.

### Schweppes Tie-in with Ronrico Rum Not National

To the Editor: You state [in AA, Aug. 7] ". . . marking the first time that Schweppes has tied in nationally with a particular brand of spirits." The word nationally is incorrect. Our letter of July 20 on this advertisement nowhere mentions a national tie-in.

Schweppes U.S.A. Ltd. has requested that we correctly state their position concerning the Ronrico rum promotion. That position is best illustrated by excerpts from "The Schweppesletter," a house organ distributed to Schweppes bottlers. In announcing the upcoming advertisement, Schweppes says to its bottlers:

"We will adhere to established policy—by which we do not align ourselves, nationally, with any one distiller (i.e., we are not sharing in the cost of this campaign: moreover, other distillers are free to promote their products similarly), but we are happy to encourage local promotions, including displays, in cooperation with Ronrico (or any other distiller who follows suit).

"But we have made it clear to Ronrico that the extent to which we cooperate, on a local basis, depends upon the bottler. It is for him to decide how far he will go in promoting Ronrico rum and Schweppes tonic. Clearly, window and in-store displays of the two products together will help Schweppes' sales. So we hope that bottlers will cooperate, towards this end, with Ronrico, who will be in touch with them in the near future through division managers of General Wine & Spirits Co., the Seagram division which distributes Ronrico.

"As evidence of our support, Commander Whitehead has agreed to address two or three meetings of Ronrico Rum's distributors in and around New York City."

We trust that the above makes clear the Schweppes position on national tie-ins.

**Robert G. Lurie,**
Papert, Koenig, Lois, New York.

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### How Does Local Group Get Assistance from Agencies?

To the Editor: As a leading spokesman for (and to) the advertising profession, you my find this letter and the problem it sets forth worthy of your editorial comment and support.

Our problem is this: How does a *local*, low-budget organization like the New York Diabetes Assn. obtain the same kind of public-service advertising assistance rendered national causes through the Advertising Council?

We know of no local counterpart of the Advertising Council in New York. Yet we feel certain that there are advertising agencies in this area which would be willing to give a small amount of their time and talent to the vitally important, life-sustaining—and sometimes *life-saving*—efforts of our organization. Selfless advertising men and women have done a remarkable public-service job on the national level.

We have considered the idea of contacting local agencies directly. We have hesitated to do so because until now we have looked for assistance only within "the family" and we don't know how to approach "strangers." We would not want to put an agency "on the spot" by directly soliciting their professional assistance.

However, if you could make our needs known to *all* New York advertising agencies, surely at least one or two would *volunteer* to help.

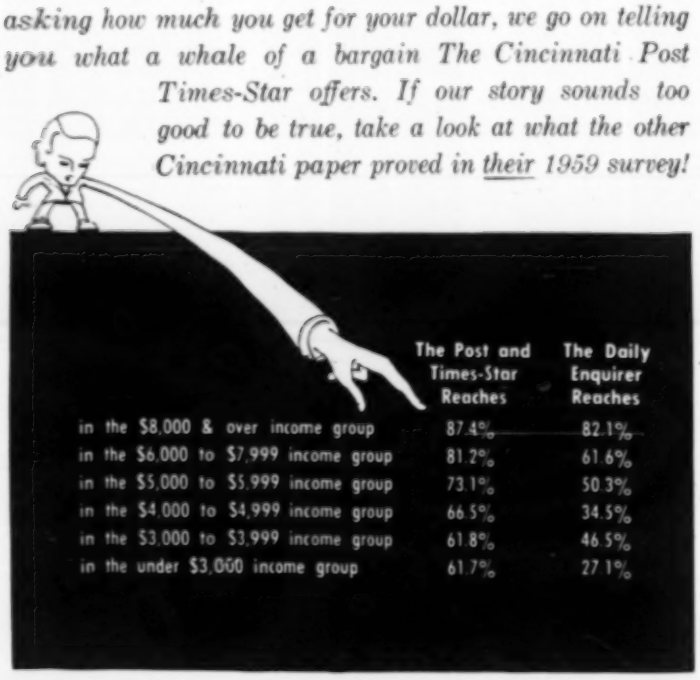
Why do we make this request? We have at least two very important projects under way—both of which would benefit from the services of a professional advertising agency:

• 1. *Diabetes Detection Week* (Nov. 12-18)—We in New York

*Don't Take OUR Word for It . . .*

**WE'RE PREJUDICED!**

*Mathematics gets too much attention in the selling of space; editorial excellence, too little. But as long as you keep asking how much you get for your dollar, we go on telling you what a whale of a bargain The Cincinnati Post Times-Star offers. If our story sounds too good to be true, take a look at what the other Cincinnati paper proved in their 1959 survey!*



| | The Post and Times-Star Reaches | The Daily Enquirer Reaches |
|---|---|---|
| in the $8,000 & over income group | 87.4% | 82.1% |
| in the $6,000 to $7,999 income group | 81.2% | 61.6% |
| in the $5,000 to $5,999 income group | 73.1% | 50.3% |
| in the $4,000 to $4,999 income group | 66.5% | 34.5% |
| in the $3,000 to $3,999 income group | 61.8% | 46.5% |
| in the under $3,000 income group | 61.7% | 27.1% |

***7** out of **10** Cincinnatians*

*read the Cincinnati* ***POST Times-Star***

★

Total circulation . . . 275,101 . . . ABC 3/31/61

★

Largest Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

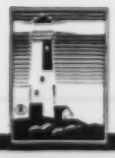
43% Read No Other Daily

★

One of the nation's lowest Milline rates

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.



ROBERT K. CHANDLER
*Manager, General Advertising Department*

*Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers*

**FREE LIGHT**
**with every sign**

'Codit" Reflective Liquid makes your highway "tacker" signs sell day *and* night—without the cost of light! Reflective sign surface bounces back light borrowed from oncoming cars. Brilliant. Impressive. You reach 50% more motorists than with daytime-only signs—and at much less cost per reader.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

**CODIT®**
BRAND
REFLECTIVE LIQUID

Minnesota Mining & Manufacturing Co. 3M
Dept. RCW, St. Paul 6, Minn.

City probably have the most effective mass screening program for diabetes in the country. A combined blood and urine test for sugar is done for New Yorkers free of charge and on appointment by the department of health in a designated health center in each borough . . . Diabetes is known to be more common among persons who are overweight, over 40 or related to a diabetic.

Question: How do we motivate all New Yorkers who fall into these categories to take advantage of the most up-to-date medical test for diabetes that is offered to them by New York City's department of health, free of charge and by appointment at their convenience?

• 2. *Vocational and Counseling Service*—Before insulin (1921), a diagnosis of diabetes amounted to a sentence of doom—chronic invalidism leading to early death in young people.

*How much of this old, now unfounded fear still exists?*

We know that controlled diabetics now live a practically normal life [but] one of the major obstacles is the too common difficulty of obtaining the job or career opportunity for which they have trained themselves.

We think non-medical professional assistance can help us overcome this non-medical hardship of many controlled diabetics.

These are two of our programs which can be greatly strengthened with the assistance of an advertising agency. We would be most grateful to you for any assistance you can give us in making known our situation to New York advertising agencies.

**Irving Graef, M.D.,**
President, New York Diabetes Assn., New York.

*Agency people interested in cooperating with the association may contact Dr. Graef at the association's office, 104 E. 40th St., OX 7-7760.*

• • •

### *Worst Ad Choice*

To the Editor: This has got to be


next to my teddy bear,

I love my Toidey chair

Designed for easy, fearless and correct training. Pediatrician approved and unconditionally guaranteed. See the complete Toidey line at fine stores everywhere. Send 10¢ for "Training the Baby" booklet.

THE Toidey COMPANY, INC.
Dept. TC-9, Fort Wayne, Indiana


one of the worst ads of this or any year.

**Sanford Schwarz,**
New York.

• • •

### *He Is Disappointed in Admen's Reaction to Defense Bill Proviso*

To the Editor: Isn't it rather disappointing that our proud advertising profession seems to have demonstrated, when the chips were down, that it is no more honorable, no more patriotic, no more proud, really, and no less selfish than any other business when it comes to grabbing and elbowing for government dole?

I am not inclined to be disturbed easily by events or by people with whom I may disagree. I rarely have written letters to editors. I have been an agency principal (Four A's) for 12 years and an art studio partner for one, which qualifies me, I feel, to speak as a member of the profession, and I have watched with special interest the trade press reports regarding the new defense bill with its "advertising costs excluded" provision.

In none of these reports has there been a single mention as to whether or not charging advertising costs to defense billing is morally right. There have been only loud wailings about what a blow this will be to the advertising industry. (Do you suppose these cries may be coming from some of the same vocal citizens among us who say, "The President asks us to make sacrifices but hasn't told us yet what sacrifices to make"?)

Please tell us editorially and fearlessly, as you always do (it may stir up some anger among potential AA space purchasers), whether or not you feel honestly that doing business with the government should be different from doing business with private or corporate firms.

Let's put it this way: Is there one respected advertising man among us, spending either his own or his client's money, who after placing a healthy order with a printer would tolerate for a moment the printer's adding to the bill the cost of advertising for ten more pressmen to handle the job and the cost of a series of ads in the trade press to tell the world what a great printer he is? I think not. Don't you?

Wouldn't our attitude be, "You have our order based on your quoted price, which includes a reasonable profit. How you staff adequately to produce it and how you maintain your prestige in the industry are problems you must solve as part of your own continuing operation and can in no way be charged to this order."

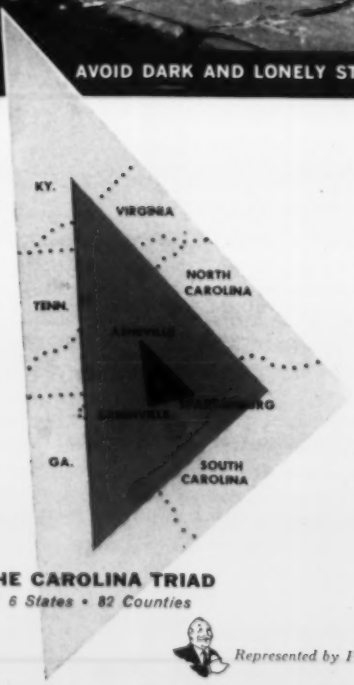
Isn't the government (which, after all, is all of us) entitled to take the same attitude—even more so because its orders are larger and the profits on them guaranteed over direct production costs?

**Keith E. Montague,**
Partner, Bailey-Montague & Associates, Salt Lake City.

*". . . let me express my appreciation to you for your efforts and cooperation in connection with positive action against the menace of the child molester."*

**J. Edgar Hoover, Director**
**FEDERAL BUREAU OF INVESTIGATION**

KNOW YOUR LOCAL POLICEMAN!
TURN DOWN GIFTS FROM STRANGERS!
AVOID DARK AND LONELY STREETS!
REFUSE RIDES OFFERED BY STRANGERS!




**THE CAROLINA TRIAD**
*6 States • 82 Counties*

WLOS-TV recently created an on-the-air children's poster contest to publicize the FBI's campaign alerting the public to the problem of child molestation. Children were urged to create posters illustrating the rules they should follow to play safe. The winning posters in the contest were chosen by J. Edgar Hoover.

WLOS-TV's contest was a tremendous success, and throughout the Carolina Triad, schools and organizations have taken their cue from WLOS-TV in planning similar programs of their own.

In the Carolina Triad, WLOS-TV is synonomous with public service!

**WLOS-TV** abc

*Serving*
**GREENVILLE — ASHEVILLE — SPARTANBURG**
*A Wometco Enterprises, Inc., Station*

*Represented by Peters, Griffin, Woodward, Inc. Southeastern Representative: James S. Ayers Co.*

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WGA-TV
(Affiliate)

# * "They've changed its name!"

That's not the only change. In October you'll see **AUTOMOBILE INTERNATIONAL** – and its Spanish edition, **AUTOMÓVIL INTERNACIONAL** (formerly The American Automobile/El Automóvil Americano) as a new model from cover to cover – new logo, new type-face, new international news section, and expanded international editorial concept.

**AUTOMOBILE INTERNATIONAL** is designed and oriented to meet the modern, reading needs of a modern, dynamic market: the men who buy, use and sell automotive products all over the world. **AUTOMOBILE INTERNATIONAL** – with over 38,000 paid subscribers in 94 countries – is a direct route to the mushrooming international automotive market.

If you sell automotive products, **AUTOMOBILE INTERNATIONAL** is *your* highway to more sales in 1961 – and a *bigger* share in the future!

*A McGraw-Hill Publication*

PREMIUM—*Bigelow-Sanford, New York, will offer a $52 silver service for $19.95 with carpet purchase in this color page in the September McCall's. Dealer tie-in kits include ad mats, McCall's reprints and other material. D'Arcy Advertising is the agency.*

## United Biscuit to Unify Divisions, May Use Single Brand

MELROSE PARK, ILL., Aug. 30—United Biscuit Co. of America is planning to unify its six regional divisions into a single centralized operation. The move may eventually mean a single brand name.

The six units now operate autonomously, with United Biscuit providing financial and legal work—but no marketing assistance. The divisions do their own advertising (several use the Supreme brand name) in their own territories.

Edward J. Hekman, president, said the divisions eventually will operate as one. "This will be accomplished in a planned, step-by-step program which will take time, perhaps as much as five years."

■ United Biscuit, third largest baker in the U.S., was organized in 1927, and eventually acquired 16 regional biscuit companies, a carton company and a paper mill. The carton company and paper mill were sold last year, and the 16 companies have been consolidated into six divisions, which market in 43 states.

They are Strietmann Biscuit Co., Cincinnati; Bowman Biscuit Co., Denver; Keebler Biscuit Co., Philadelphia, Hekman Biscuit Co., Grand Rapids, Mich.; Merchants Biscuit Co., Omaha; and Sawyer-Supreme Bakers, Melrose Park. George H. Hartman Co., Chicago, is agency for Sawyer-Supreme, Hekman and Merchants.

United Biscuit said that it could not predict what future moves would be made in the marketing area as the unification gets under way, since the decision to unify has just been made. #

### Matson Runs Ad in Shorthand

Matson Navigation Co., San Francisco, late last month ran a quarter-page newspaper ad aimed at Honolulu secretaries. The ad, a "confidential" memo, written in shorthand, from the passenger sales manager, suggested that the next time the secretary's boss planned a mainland trip she should urge him to go by a Matson liner and that if she should call for such a booking, he would be pleased to have her and a friend as his guest for luncheon in port aboard a ship of her choice. Holst & Male, Honolulu, subsidiary of McCann-Erickson, is the agency.

### Scudder Boosts Kattan

Scudder Food Products, Alhambra, Cal., has appointed Arthur A. Kattan marketing manager. Mr. Kattan joined Scudder in 1960 as advertising director.

### Karo Syrup Sweepstakes Offers Split-Level Home

A magazine and Sunday supplement schedule will promote a Karo Syrup consumer sweepstakes offering a split-level home, starting in late September. The 1,246 prizes will be awarded in a blindfold drawing of entry blanks sent in by consumers along with a Karo label or the word Karo written in block letters.

Ads will run in the Sept. 26 *Look;* Oct. 1 issues of *This Week Magazine* and *Family Weekly;* Oct. 10 *Saturday Evening Post;* and Oct. 15 issues of *Parade* and *Grit.* Point-of-sale material will also be available. Lennen & Newell, New York, handles Karo, a product of the Best Foods division of Corn Products Co., New York.

### North Boosts Ryan

Martin Ryan has been appointed assistant media director of North Advertising, Chicago. Mr. Ryan was formerly media research supervisor of the agency.

**Too late for Herpicide?**

We can't restore lost hair. But we *can* restore your complete confidence in the meaning of the word "service". For a demonstration—use the services of Century!

**You can be certain with**

**CENTURY**

**ELECTROTYPE COMPANY, INC.**

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

In Indianapolis . . . 78.8% of all food linage appears in The Star and The News

**These brands are in...in Indiana with The STAR and The NEWS**

Morning & Sunday Evening

Constant editorial emphasis on food makes Indiana's two greatest newspapers the outstanding food salesmen in the state's rich, 45-county market area boasting an effective-buying-income of $4.3 BILLION.*

Hoosiers have big appetites and you can whet their tastes for your products by placing sales messages before the state's biggest-by-far reading audience.

In this abundant area Star and News coverage (73% of all Metropolitan and retail trading zone families) creates brand popularity that—with strong editorial support—SELLS. Get your products *in* in Indiana with this great 1-2 selling team, the newspapers people read . . . and respect.

*Source: May, 1961, Sales Management Survey of Buying Power.

*The Indianapolis Star and The Indianapolis News*

Kelly-Smith Company, National Representatives

### Hoyt VP Joins 'New Yorker'

Edward T. Nettleton, formerly a vp of Charles W. Hoyt Co., New York, has joined *The New Yorker* as associate manager of travel advertising. Mr. Nettleton succeeds Donald Watt Jr., who left *The New Yorker* to become senior program officer of North and East Africa for the Peace Corps in Washington.

WIN THE NEVADARAMA SILVER MINE
See page 37

## Lou Wasey, 77, Veteran Ad Exec, Entrepreneur, Dies

EAST HAMPTON, N. Y., Aug. 29—Louis R. Wasey, 77, one of the founders of Erwin, Wasey & Co. and a pioneer of the agency business, died Saturday at his home after a long illness.

Mr. Wasey and his nephew, George E. Wasey, sold their stock interests in the agency for an undisclosed sum in December, 1955, but although ceasing to be active in advertising, he did not consider himself "retired."

"I am a promoter at heart and can never retire," he said at the time.

Louis Wasey

Mr. Wasey entered the advertising field in Chicago with Lord & Thomas. While there, he met a man named Harry Kramer who had started Cascarets and made an international business out of it. "I asked him," Mr. Wasey told ADVERTISING AGE in 1956, "if there was constipation in other countries, the same as in America. He said, 'Mr. Wasey, the whole world is constipated.'

"Well, I guess it's true. One form of laxative or another is a very successful field to work in.

■ "After this, I wanted to get an interest in as many little companies as looked good that I could get into, with a limited amount of money."

The net result was his becoming an officer and stockholder in the Barbasol, Musterole and Olive Tablet companies, all long-time Erwin, Wasey accounts.

"I remember a funny experience," he told AA. "I was engaged to a Cleveland girl 44 years ago and was taken to the hospital with pneumonia. When I started to get well, I noticed a jar on the table with the name Musterole. That's what the doctor was using on my chest to get me better.

"So I went to call on this company later. I got them started on some real advertising. I am still a director and stockholder."

■ Mr. Wasey even started one product, a combination of milk of magnesia and mineral oil. "I built it up to a fine business and sold it to Sterling Products Co. They have made a very successful product out of Haley's, which is what it is called.

"I remember Mr. Haley came to me without any money and told me he had a patent on this product. We started growing, and everybody knew the benefits of magnesia and mineral oil. It was just a case of selling the combination together."

Mr. Wasey also got in on the ground floor of R. B. Semler Co.'s Kreml hair tonic. "This was a success right from the start."

■ During his 10-year term at Lord & Thomas, Mr. Wasey "learned that anybody who stayed there had to work." He regarded Albert Lasker as "a smart fellow; a great fellow to get an education from." Mr. Lasker used to work a lot on new business; he told Mr. Wasey one day, "Why don't you fellows get more new business? I'm disappointed."

Mr. Wasey countered that Mr. Lasker was "all wrong in one respect." He said his experience showed that the heads of businesses they dealt with liked to do business with men with titles, not just salesmen. "Now if you'll make us fellows all vice-presidents, it would help a lot to get new business." Half an hour later, Mr. Lasker went to Mr. Wasey's office and announced that four new vps had been named—Will Jefferson, Paul Faust, William T. Kester and Mr. Wasey.

Mr. Wasey got into the $15,000-a-year bracket at Lord & Thomas. Learning that Charles Erwin had sold out to Mr. Lasker four years earlier and was going to retire in 1915, Mr. Wasey invited Mr. Erwin to start an agency with him. But Mr. Erwin wanted to retire, and Mr. Wasey's first agency opened September, 1914, as Wasey & Jefferson.

■ "Then I went back to Mr. Erwin just before he retired from Lord & Thomas. I asked again if he'd come into business with me. He said no, that he felt very tired. Then I had an idea. I got hold of Mrs. Erwin and asked her if she loved her husband. 'My, what a silly remark!' she said. 'Well,' I said, 'he's going to die if he doesn't work.' Well, next day, Erwin called me and said he'd go into business with me."

The new title was Erwin, Wasey & Jefferson, but Will Jefferson retired a few months later, and the name fell from the masthead. Mr. Wasey was 30; Mr. Erwin something like 60 at the time. "I was only a kid," Mr. Wasey said.

When he left Lord & Thomas, Mr. Wasey took such accounts as Robbins & Myers, Musterole and Dr. Edwards' Olive Tablets. "I gave Mr. Lasker an alternative. I said I'd take only the accounts I had brought in, not all those I'd worked on. Either that, or I'd take them all. Lasker settled on that basis," he recalled.

■ Mr. Wasey left L&T with some definite opinions about his own future. A. D. Lasker had offered him a percentage of the profits if he would stay, "but it wasn't the money; I wanted my own business, and run along my own lines."

Once his new agency was established, business came in fast. One of the big accounts to follow Mr. Erwin was Goodyear Tire & Rubber Co. Faced with the necessity of building an organization, Mr. Wasey laid the foundations with men such as Arthur Kudner, Gerald Page-Wood, formerly with Fuller & Smith in Cleveland, and O. B. Winters, "a great writer," from Detroit.

Around that time, a meeting at a football game led to Mr. Wasey's taking on Forhan's Pyorrhea Preparation. He suggested the name change, Forhan's for the Gums, and the company for years spent something like $1,000,000 through the agency.

By 1917, Erwin, Wasey was billing around $4,000,000 a year. "I was always ambitious," Mr. Wasey recalled. So, the next step was branching abroad. He established an office in England in 1919, headed by Mr. Erwin's son-in-law. By 1956, the business there was third in the lists, and billings were approximately $10,000,000.

■ Mr. Wasey subsequently took in Messrs. Kudner, Page-Wood and Winters as partners. "I have always believed that men who were really smart and outstanding in the agency should be given an interest in the business," he said. "So I told our people right from the start that, over a certain period, if they could measure up, they'd get an interest. I've always stuck to that."

He even induced Mr. Kudner to go to New York, circa 1924, by offering him the presidency: Mr. Wasey moved to chairman because he "didn't care anything about being president."

Business grew rapidly, though sometimes he was not too happy about the way it came rolling in. He always wanted the agency "compact enough so you can personally see what's going on." He later told AA, "I don't think we should have taken business on quite as fast as we did."

■ One of the products he helped rocket to the top was Barbasol. The brushless shaving cream was launched in Indianapolis. When it was introduced to New York, Mr. Wasey had 500,000 sample tubes handed out at subway and elevated stations. The way Barbasol took hold bore out his longtime faith in sampling. "I am a tremendous believer in sampling," he said. "One of the things I believed all my life in advertising was to get hold of a product you could sample, with advertising."

Besides sampling, the Wasey advertising philosophy was compounded of "salesmanship and good old common-sense reason-why, and hitting often enough. If it's a product that people are not going to buy until they're constipated or until they get a cold, you've got to be hitting often—so, that when they get it, they're going to think of your product and not wonder what to buy."

■ He believed the advertising business was a young man's business. "It's a killing business," he said, when he sold his agency interests in 1956. "Most all the men who have been along with me in business—they're all dead, and they were younger than I. I'm a promoter at heart and can never retire, but I'm not active in the advertising business any more."

And summing up, he attributed his great success in the agency field to his willingness to work hard. "I was always figuring something all the time."

Some of Mr. Wasey's products, Musterole, Olive Tablets and Zemo (an antiseptic ointment and liquid, in which he got interested back in 1915), did not last long at the agency after his departure. Plough Inc., Memphis, bought the companies making these products and assigned them elsewhere. Barbasol, which was billing something like $500,000 in 1955, the year before Mr. Wasey retired, was down to about $172,000 when it became the last old Wasey product to leave his successor agency, Erwin Wasey, Ruthrauff & Ryan, in 1958.

■ Mr. Wasey sold his interests late in 1955 to Howard D. and David B. Williams, father and son. Howard Williams, a cousin of William Benton, a founder of Benton & Bowles, had been president since 1946, when Mr. Wasey moved up to board chairman. The changeover, Mr. Williams said, had been a "well-planned transition in ownership and management." At the time, the agency employed 750 people and had "closed the books on one of the finest years" in its history.

During his four decades, Mr. Wasey numbered among his staff such people as Leo Burnett, onetime copy chief in the Chicago office; James Ellis, later Kudner president, who once was copy chief in New York; and Atherton W. Hobler (a onetime partner), now executive committee chairman of Benton & Bowles. #

### FRANK A. NEUHAUSER

NORWALK, CONN., Aug. 29—Frank A. Neuhauser, 78, treasurer of National Export Advertising Service, New York, died Aug. 22 in Norwalk Hospital.

YOUR NO. 1 BUY IS STILL
KEWB national representatives: The Katz Agency, Inc.

Month after month in San Francisco, KEWB confirms the judgment of advertisers, many entering their third consecutive year with our call letters. In this, one of the most active radio markets — where changes in letters as well as numbers are common — the KEWB beacon burns brightly. You still get the same low cost per thousand the 11th week you bought the first!

CROWELL-COLLIER BROADCASTING CORPORATION

A SOUND CITIZEN OF THE BAY AREA

CHOICE CHICAGO
OFFICE SPACE
in the
Advertising Age Building

If you are considering new office space in Chicago, we cordially invite you to inspect availabilities in the new *Advertising Age Building* at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue —close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The *Advertising Age Building* is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

**If you would like to see space, or talk further about the possibilities, please call or write Jack Barnett, Advertising Age, 200 E. Illinois St., Chicago 11 (DElaware 7-5200)**

INTERNATIONAL PAPER
"Send me a man who reads!"
If your boy reads a lot, don't worry about his becoming a bookworm. International Paper's new research shows that top high school scholars are also likely to be leaders.
We interviewed 100 high school seniors who had just been awarded national academic scholarships. In one month, 9 out of 10 read at least one book. The total number of books read by these boys was 400.
Then we interviewed 100 seniors who had been accepted by various colleges, but had not been awarded any type of academic scholarship. In one month, only 6 out of 10 read at least one book. Total number of books read: 175. The conclusion is as clear as print.
Men who read more achieve more.
And they are almost twice as likely to be leaders. Of 100 scholarship winners, 67 were officers of at least one social or athletic organization. Only 39 of the non-winners had a similar honor.
The message is plain. Reading is often a mainspring to leadership. Lincoln once said that his best friend was the man who brought him a book—one that "I ain't read."
Teen-agers are their own best friends. Half the books borrowed from the New York Public Library are borrowed by teen-agers. They spend money for books, too. The classics are now available in paperback form and account for a healthy share of the one million paperback books sold every day of the year.
How fast do you read?
The average reading speed is 250 words per minute. Some people can read ten times that fast.
To find out how fast you read, simply have someone time you for five minutes. Then, count the number of words you've read and divide by five. If you're below average, chances are you
and mind wander. Co
to eliminate the probl
sentences,
Free: Wri
Education Depart-
Paper, 220 East
17, N. Y., for free
of this advertisement.
INTERNATIONAL PAPER
papers • papers for home and office use • converting
containers • folding cartons • milk containers • wallboard
pulp • lumber, plywood and other building materials

# International Paper finds the man who reads is the man who buys

Does it pay to advertise in the world's *most widely read* magazine when businessmen are your main target?

"Advertising in Reader's Digest has given us national attention," says Lamar M. Fearing, president of International Paper. "People who read more achieve more, and we reach the top decision makers in the Digest—people who buy paper and those who influence them."

85% of International Paper's sales force reported favorable comments from customers soon after the company started its "Send Me a Man Who Reads" campaign in the Digest. 96% of the company's salesmen said that the campaign helped them in their daily sales efforts. And over 850,000 reprints have been requested by people in all walks of life.

"We never expected such great advertising results," says Mr. Fearing.

One reason the Digest works so well is that it reaches 45% of U.S. college graduates . . . nearly 40% of America's upper-income third. And the average ad page is seen 60 million times—twice as often as in other leading magazines.* For about the same cost, the Digest can . . .

***double your chances-to-sell!***

*Source: Alfred Politz Media Studies

*People have faith in*

**Reader's Digest**

*For Mid-America Advertisers . . .*

BUY **This Day**

The COLORful family magazine of The Lutheran Church -Missouri Synod.

**GREATER ACCEPTANCE**

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

**CONCENTRATED MID-WEST MARKET**

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin

**LOW COST**

Full page only $360 (12 ti. rate)

**COLOR IMPACT**

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

**This Day** Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

McIntyre Walker Henderson

AN H OF A CAKE—*When Henderson Advertising Agency, Greenville, S. C., observed its 15th anniversary, employes presented Jim Henderson, president, with a huge cake baked in the form of an H and decorated in the agency's colors. Helping him lift the cake at the agency observance of the anniversary are Howard K. McIntyre, exec vp, and Fred C. Walker, vp.*

**a good move...for all!**

On September fifth 1961, a milestone in the march of events was realized when The American Society of Civil Engineers and eighteen other leading engineering societies, agencies and organizations were consolidated under a single roof . . . the United Engineering Center. Inevitably, the Center will be one of the world's most important points of contact for those interested in engineers and engineering. As Herbert Hoover, Honorary Member of the ASCE, put it at the ground-breaking ceremony: "Within the (engineering) societies is constant exchange of discovery, improvements and experience . . . findings printed for all the world to see. The engineer starts with these stimulants to imagination . . . makes a plan on paper. Then he moves to its realization in cement, in metal, in stone and in energy. Thus he brings jobs and better homes. This is high privilege. ". . . this great center is to facilitate these goals. It will play a great part in American life . . . serve all mankind."

CIVIL ENGINEERING, the magazine of engineered construction and the official publication of ASCE, is the most important agency used by Civil Engineers to print their "findings . . . for all the world to see." Its editorial and advertising pages keep 49,000 Civil Engineers fully informed on construction developments. These men directly influence most purchases needed to put in place some $35 billion of construction yearly. They indirectly influence purchases needed to put in place an additional $17 billion of construction yearly. No channel of mass communication to these men is more direct or more efficient than . . .

CIVIL ENGINEERING

**The magazine of engineered construction**

United Engineering Center
345 E. 47th Street, New York 17
PLaza 2-6800

## Hard-to-Reach Folk Alter Audience Data, 'Inquirer' Reports

PHILADELPHIA, Aug. 29—The importance of making call-backs to reach people who were not at home originally is underlined in a new study issued by the *Philadelphia Inquirer*.

The study indicates clearly that responses elicited from difficult-to-reach families substantially alter the final results.

■ This telephone survey deals with the audiences reached by the *Inquirer* and the *Philadelphia Bulletin*. The study was conducted by Sindlinger & Co. during 1959 and 1960.

Results show that if call-backs had not been made, the *Bulletin* audience would loom much larger than that of the *Inquirer*. Sindlinger achieved a 90% completion rate of the originally designated sample (a total of 32,310 interviews were made by telephone) and its final tally shows the two newspapers roughly equal in audience size.

■ By completing interviews at this high rate, Sindlinger found that the people who are most difficult to reach are those in the higher income brackets. Thus, among persons interviewed after more than two weeks of call-back effort, there were nearly twice as many with family income in excess of $7,500 as there were in the first group.

This finding, the *Inquirer* notes, is reasonable to expect since "the people with money may be out making it or spending it."

Sindlinger also found that morning newspaper readership increased 35%, while evening paper readership declined 15%, as more call-backs were made. (The *Inquirer* is an evening paper, the *Bulletin* a morning paper.)

■ The striking differences in results are shown by dividing respondents into four groups:

**Group A** (those reached on the first call—a little more than 40% of the total)—34.1% read the *Inquirer*; 43.6% the *Bulletin*.

**Group B** (those reached after additional call-backs in the first week—20% of the total)—38.1% read the *Inquirer*; 42.1% the *Bulletin*.

**Group C** (those reached within the second week—about 20% of the total)—47.1% read the *Inquir-*

*er;* 37.1% the *Bulletin.*

**Group D** (those reached after four or more weeks—a little less than 20% of the total)—48.4% read the *Inquirer;* 34.6% the *Bulletin.*

**Total sample:** *Inquirer,* 40.1%; *Bulletin,* 40.4%.

■ No attempt was made to correlate these readership scores with Audit Bureau of Circulation figures, which show the *Bulletin* selling 720,794 daily copies and the *Inquirer* 605,850 in the three months ended last March 31.

Sindlinger has been gathering newspaper audience data in 186 U.S. markets since 1956. It expects to have available shortly as a syndicated service newspaper audience data on the top 30 U.S. markets. ≠

### 'School Product News' to Bow, Names Five to Staff

Industrial Publishing Corp., Chicago, has named five representatives to the business staff of *School Product News,* which will bow next January. They are:

Frank E. Smith, formerly a representative with Buttenheim Publishing Co.; Donald Murray, transferred from IPC's *Refrigeration & Airconditioning Business;* Alan Cazier, manager of IPC's Los Angeles office, who will handle west coast business; Thomas B. Mortell, formerly with *Newsweek,* who will cover the middle Atlantic area out of New York; and Thomas Barron, formerly senior member of the Chicago office of Bruce Publishing, which will handle midwestern sales.

### Colorforms Summer Sales Up 46%; 'Biggest' Ad Push Set

Colorforms Inc., Norwood, N. J., toy manufacturer, has scheduled its "biggest" tv program for fall, following a record summer sales period. Sales during May, June and July were up 46% over the same months last year, the company reported.

For fall, the company will continue with "Captain Kangeroo" which it uses on a year 'round basis, plus spot tv in 40 markets. Trade advertising will be used to introduce Colorforms new toys, including the Walt Disney Studio Art Set. Kudner Agency, New York, is the agency.

### Canadian Sponsors Set

ABC Films, New York, tv distributor-producer has sold "Ben Casey" to two Canadian advertisers for spot presentation. The buyers were Ford Motor Co. of Canada (Vickers & Benson) and Colgate-Palmolive Ltd. (Spitzer, Mills & Bates). The film will be shown in Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton, Vancouver and Calgary, with other markets to be added later. In the U. S. "Ben Casey," a new series, will be seen over ABC-TV backed by participating advertisers.

### NBC Shifts Three

Gerald Rowe, formerly manager, creative services, on-the-air promotion for The National Broadcasting Co., New York, has been named manager of audience advertising and promotion for the company. He replaces Edwin Vane, new director of daytime program operations for NBC-TV. Moving up to take Mr. Rowe's former post in the advertising department is David Bellin, who previously was promotion coordinator at NBC.

### Ullman Opens in Dallas

Richard Morrison, formerly with Commercial Recording Corp., Dallas, has been named a vp of Richard H. Ullman, Hollywood, distributor of radio station program and production services. Mr. Morrison will open a new Ullman branch office at 3200 Maple St., Dallas.

### Baruch School Offers Broadcast Graduate Course

City College's Bernard M. Baruch School of Business and Public Administration, New York, will offer a new graduate course in the problems of broadcast advertising, starting Sept. 25. Sessions for Advertising ≠9124 will be held Wednesday at 8:45 p.m., EDT. Instructor for the course will be Lewis S. Wechsler, associate program director at Benton & Bowles and a regular lecturer at the Baruch school.

The 15-week course will touch on media selection, programming, promotion and broadcast copywriting. There will be discussions of the patterns of usage, spot vs. network and the cost aspects of the business.

### New 'SEP' Format To Bow Sept. 12

*The Saturday Evening Post,* New York, will introduce its new format on Sept. 12. The publication reports a record for the year in size, and dollar volume will be established with this issue.

The issue will be 148 pages plus covers and will produce $3,356,372 in advertising revenue, highest in volume for *Post* since the Oct. 22, 1960, issue.

### Blair Promotes Theiss

James Theiss has been named vp and general sales manager of Blair Television Associates, New York, a new post. He has been a member of the station representative's sales staff since 1956.

### Evans Moves to WDAF

Phil Evans, formerly farm director of KMBC, Kansas City, has been named director of farm programs and sales at WDAF, Kansas City.

National Catholic Family Magazine
Produces Magnificently
NOV. ISSUE CLOSES SEPT. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone HArrison 7-7176
St. Anthony MESSENGER

Great changes have taken place in Jacksonville. New, multi-story buildings tower along the river front. Broad expressways now link the expanding suburbs with the revitalized downtown area. WFGA-TV is proud to be the choice of this dynamic "new" metropolitan Jacksonville, with a major share-of-audience from 9 a.m. to Midnight*. Your PGW Colonel will be glad to describe the growing dominance of WFGA-TV in the progressive North Florida-South Georgia-Jacksonville market.

*March ARB

abc WFGA-TV NBC
JACKSONVILLE

AS JACKSONVILLE GROWS, SO GROWS THIS STATION!

*WFGA-TV Captures the "New" Jacksonville With a 50% Share-of-Audience.*

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.
WTVJ
WLBS-TV
WFGA-TV
(Affiliate)

Wright Coons Everett

ANIMATED ADMEN—*Leo Burnett Co. was represented at the introductory party for Show Business Illustrated in Chicago by Thomas Wright, Richard Coons, and Robert Everett.*

# Admen Help 'Playboy' Launch New Magazine

## 'Show Business Illustrated' Gets Lively 3-City Sendoff

CHICAGO, Aug. 29—To get *Show Business Illustrated* off to a flying start, Hugh Hefner, its publisher, held a soiree for advertising men at his home on the eve of the first issue's appearance. Lots of admen, as these pictures attest, showed up to enjoy the hospitality (including swimming pool). The Chicago party was followed by two others, in New York and Los Angeles.

The publication's whopping inaugural issue carried more than 45 pages of advertising. An advance copy of the magazine's second issue, which will appear this week, showed the ad total dipping, as might be expected, to 11 pages. #

Lewis Nathanson Hensley

CLIENT AND AGENCY—*Stuart Hensley and Joseph Lewis, of Toni Co., met Don Nathanson of North Advertising, which handles part of the Toni account, at the Show Business Illustrated party in Chicago.*

Davis Trump Wright Lochridge Fall O'Connell Simon Schlesinger Bamberger McKirdy Singleton

ADMEN MEET SHOW BUSINESS—*Gathered at the introductory party in Chicago of Show Business Illustrated, Playboy's new magazine which bowed Aug. 23, were Robert Davis, Charles Wright, Robert Lochridge, all of Kraft Foods; Robert Trump, Foote, Cone & Belding; Joseph W. Fall Jr., Show Business Illustrated; Thomas O'Connell, J. Walter Thompson Co.; Arthur Simon, Paul Schlesinger, George Bamberger, and John Singleton, all of Tatham-Laird; and Ron McKirdy, Procter & Gamble Co.*

Keithly Bennit Thurmond Sullivan Posey Reisinger Jossel Mooney

NEW BOOK—*Getting acquainted with the new magazine, Show Business Illustrated, at a party in Chicago were James Keithly, Louis Bennit, Robert Thurmond and C. Malcolm Sullivan, all of J. Walter Thompson Co.; Chester Posey and John Mooney, of McCann-Erickson; and Robert Reisinger and Leonard Jossel, of Show Business Illustrated.*

### *Peterson, Sta-Rite Ginnie Lou Leave Zed R. Daniels Inc.*

Raymond Peterson has left Zed R. Daniels Inc., Chicago, where he was vp and marketing director. Mr. Peterson has not announced his future plans.

At the same time, Sta-Rite Ginnie Lou Inc., Shelbyville, Ill., hair accessories manufacturer, which Mr. Peterson brought with him when he joined Daniels, has also left Daniels. Sta-Rite has not yet named a new agency.

### *U. S. Plywood Schedules 'Popular Mechanics' Insert*

U. S. Plywood Corp. will run an eight-page insert in the September issue of *Popular Mechanics* featuring a new product, Weldwood Deep Finish Firzite. Handled by Kenyon & Eckhardt, New York, the insert shapes up as a guide for hobbyists and homemakers who want best results in wood finishing and gluing.

### *Juhl Adds Martin, Tuveson*

Edward L. Martin has joined Juhl Advertising Agency, Elkhart, Ind., as an account executive and Christine Tuveson has joined the agency as an illustrator and layout artist. Mr. Martin was formerly an account executive of Lamport, Fox, Prell & Dolk, South Bend. Miss Tuveson was formerly with H. Vincent Allen & Associates and Port Studio, commercial art studios in Chicago.

### *Bon Ami Plans Expansion*

The Bon Ami Co., New York, looking to expand overseas, has appointed Overseas Management Services Inc., New York, to handle its international program. Gordon Reese, vp of Overseas Management, will be in charge of all Bon Ami sales in foreign markets. He will seek licensees for Bon Ami. The company currently has licensees in Brazil, Colombia, Mexico and Italy.

### *KDKA Increases Rates*

KDKA, Pittsburgh, will raise its rates approximately 10%, effective Sept. 1, when a new card goes into effect. The new card, the first for the Westinghouse radio station since 1958, varies for various program periods, special features and package plans, but the over-all increase will average about 10%.

### *Frenchette Boosts Tucker*

Carter Products, New York, has promoted Charles A. Tucker from general manager to president of Frenchette, the company's low calorie foods division. The appointment was made "in recognition of the increasing importance of the division."

### *Drug Stores Back Program*

Alan Sands Productions, New York, has sold its transcribed radio series, "Your Guide to Good Health," in nearly 50 markets. The program, made up of capsule commentary, a minute or less, by Dr. Lester Coleman, has been bought by drug stores in a number of markets.

### *Schutz, Turpen Join K&E*

Nancy Schutz, formerly with Knox Reeves Advertising, has joined Kenyon & Eckhardt, New York, as a copywriter. Richard P. Turpen, formerly with Campbell-Ewald Co., has joined K&E's Detroit office as a copywriter.

### *Connolly Adds Food Fair*

J. V. Connolly Co., New York, pr and management company, has been appointed to handle advertising, promotion and pr for the World of Fair Inc., which will operate a food pavilion at the New York World's Fair 1964-'65.

### *Byron Adds Cox Kitchens*

Cox Kitchens, Portchester, N. Y., manufacturer of custom kitchens, has appointed Mark Byron Inc., New York, as advertising and marketing counsel. A newspaper campaign will be launched this fall.

### *McGavick to Venard, Rintoul*

Gerry McGavick Jr., formerly with NBC-TV, has joined the New York tv sales staff of Venard, Rintoul & McConnell, station representative.

### *Mock Joins Guild, Bascom*

Peter Mock, free lance art designer, has joined Guild, Bascom & Bonfigli, San Francisco, as a print art director.

## Uniform Prices Result from Strong Competition: Pfizer

NEW YORK, Aug. 29—Chas. Pfizer & Co., one of the nation's leading drug manufacturers, maintained last week that vigorous competition tends to result in price uniformity.

Pfizer made this point in issuing "background information and comment" on the anti-trust indictments filed by the Department of Justice against Pfizer, American Cyanamid Co. and Bristol-Myers Co. (AA, Aug. 21). The drug companies are accused of conspiring to monopolize the antibiotics market and maintain uniform prices.

■ Denying these charges, Pfizer stated:

"Many items such as cigarets find identical price levels as a natural consequence of competitive forces. As someone pointed out, for years the *Daily Worker* and the *Wall Street Journal* each sold at an identical price—10¢ per copy—but there is little basis for judging the two papers to have been in collusion.

"The cold, hard logic of the situation is that substantial uniformity of prices among competitors is more likely than not to evolve as a consequence of the working of vigorous competition.

"The history of pricing in the broad spectrum antibiotics field—involved in the present suit—is a case in point.

"Aureomycin was introduced by Cyanamid in 1948 at a price to retailers of $15 for 16 capsules. The following year, just before Parke-Davis introduced Chloromycetin, the second broad spectrum antibiotic, the price for Aureomycin was brought down to $10. In the following year, a month prior to the introduction by Pfizer of Terramycin, the third broad spectrum antibiotic, the prices of Aureomycin and Chloromycetin were reduced to $8.

■ "Terramycin was introduced in March, 1950, at $8.40 for 16 capsules. A month later, when Parke-Davis reduced its price on Chloromycetin to $6, Pfizer met this price and so did Cyanamid. During the following year, Pfizer reduced the price to $5.10, which was matched by Cyanamid and Parke-Davis within a few days.

"After this series of substantial reductions from $15 to slightly over $5, published prices of broad spectrum antibiotics tended to level off, but active price competition continued in many ways; for example, through the use of free goods and repeated price cutting on bids to hospitals, government agencies, and other institutions.

"Far from providing a basis for an accusation of wrongdoing, this history is a picture of the normal consequences of competitive forces at work," Pfizer stated. #

### 'Civil Engineering' Moves

The editorial and advertising offices of *Civil Engineering* have been moved to the United Engineering Center, 345 E. 47th St., New York. The move was made along with leading engineering groups.

### Metz Joins Miller Publishing

Lester Metz has joined Miller Publishing Co., Minneapolis, as market research director. Mr. Metz was formerly with American Public Works Assn. and Coronet Instructional Films, Chicago.

### Dean & Slaughter Named

Dean & Slaughter, Minneapolis publishers' representatives, has been named to represent *Upper Midwest Investor*, a monthly publication of Diversified Publications, Minneapolis.

### Force Inc. Adds Accounts

Force Inc., Paterson, N.J., has been named to handle advertising for PEP (Paterson Elects Progress), a new group organized to promote Paterson. All major media will be used. Force also has been named agency for Peoples Bank, Hawthorne, N.J.

### WBAL Boosts La Mason

Charles A. La Mason has been appointed director of advertising and promotion of WBAL (am and fm), Baltimore. Mr. La Mason was formerly assistant director of promotion.

### Gray Appoints Lucas

Gray Advertising, Tampa, Fla., has appointed Harold A. Lucas Jr. copy chief. Mr. Lucas was previously advertising manager of National Semiconductor Corp., Danbury, Conn.


**A New Survey — and by the A. F. L.-C. I. O. who say:**

"Most industries have their own trade publications. These deal, by and large, with the problems peculiar to the particular field and with happenings and events of interest to those who work in the trade. And most of these publications are strongly conservative . . . But there's one industry mouthpiece that does not want things to remain as they are . . . We refer to *America's Textile Reporter*, which every week goes to textile mill owners, executives and supervisory employes."

As usual, when our competition surveys us, we are not unhappy.

AMERICA'S TEXTILE Reporter

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C. — S. C. Nat. Bank Bldg.
CHICAGO 1, ILLINOIS, 360 N. Michigan Ave.



PERSONALITY AT WORK!

CHANNEL 2 CBS

wfmy-tv

GREENSBORO, N.C.
"Now In Our 13th Year Of Service"

***"Hey Charlie, Lend A Hand . . ."*** *Charlie Harville, WFMY-TV sports director, is a next neighbor to the folks in some 466,640 TV households. Next neighbor to the Little Leaguer in Winston-Salem, to the elderly teacher in High Point (". . . he's a High Point boy, you know"), to the factory worker in Danville. Next neighbor to folks of all ages in over 100 cities and towns in the prosperous Piedmont. ¶ Charlie's persuasiveness comes in part from his participation in community affairs throughout the nation's 44th television market. A guest appearance at the Rotary dinner in Asheboro, a beauty contest in Reidsville, the high school boosters' club in Thomasville. The Charlie Harville habit is such a part of Piedmont living, even small town papers spell his name right . . . and often.*

Represented by Harrington, Righter & Parsons, Inc.

SEAL OF GOOD PRACTICE

SERVING THE PROSPEROUS PIEDMONT

# watch the women go BUY!

**The Portland retailer has an eye for the ladies... the high-buying ladies who manage the Oregon Market's 661,000 homes. Lady-buyer watching has taught him that The Oregonian is the one medium that gets the most results from the most homes. That's why he ran more lines of advertising in The Oregonian last year than ever before . . . the most in 110 years!**

**the Oregonian**

PORTLAND, OREGON

Growing Medium in One of America's Growingest Markets

Represented Nationally by Moloney, Regan & Schmitt, Inc.

*Advertising Age*

# Feature Section

*Weiss Tells What's Next for Shoppers*

*Groesbeck Reviews Points for Mergers*

*CM Finds Something to Crow About*

*Butler Discusses Printing Problems*

*Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.*

THE NATIONAL NEWSPAPER OF MARKETING

*The Final Problem of Creation . . .*

## *The End of the Creative Line; or, an Ad Is Not an Ad Until the Client Has Okayed It*

**By Leo Burnett**

**Chairman, Leo Burnett Co., Chicago**

*When the headlines and art are decided*
*And the copy is written and set*
*When the proofs are ready for clients*
*Is the job all finished? Not yet!*
*Though the interlocks click in the sprockets*
*And your jingle is jangling like mad*
*It won't move the goods from the stores out*
*Till somebody OK's the ad.*

An ad is not an ad until it gets printed, aired, posted or whatever was supposed to happen to it and it can start to earn its room and board.

The obstacles in the path of getting good advertising OK'd are growing. I believe they result in a great form of economic waste in advertising, and are primarily responsible for a large share of the dull, watered down, ineffective advertising appearing today.

■ Let me give you one man's opinion on what some of those obstacles are:

The whole problem of getting the right things OK'd is, of course, as old as this business. The problem used to arise mostly from a clash of judgment and wills, but today "The Ad" is apt to be hedged in, formalized, complicated and confused by committees, lawyers, research and over-all departmental dilution. Its individuality of content, manner, and selling power is apt to be obfuscated by the specialized services of great phalanxes of people, people who contribute importantly to the plan and the strategy, but rarely to "the ad" per se.

Perhaps the only remaining easily accessible haven for the Compleat Adman is the ad in the classified sections of the newspapers. Say you want to find a tenant for the other stall in your garage. You are your *own* client and your *own* copywriter. You have no committees to deal with—no legal beagles clawing at your clauses. You get results or you don't.

■ My dad had a clear field for admaking. He ran a small town dry goods store, and my first exposure to advertising was watching him lay out an ad with a big black pencil and a yardstick on a piece of wrapping paper on our dining room table after supper. He wrote the copy right on the layout, handed it over to Charlie Clark at the newspaper next morning and waited for the customers to come in. Charlie helped with the typography, but you wouldn't say he OK'd the ad.

In a case like this, and with most retail advertising today, the discipline of the cash register is quick to separate the ads that work from the ones that don't, pretty fast. With most advertising, however, the cause-effect relationship is not that direct and immediate, and that's obviously the reason for all the experting and our "search for certainty in an uncertain world."

The OK today in so-called big advertising occurs in two places—at the agency and with the client, and the somewhat ill-tempered analysis I am about to indulge in deals with the kinds of people who gum up the works in both places.

■ I divide these functionaries into six groups as follows:

• **1. The Procrastinator**—he seems to feel that an ad improves if it is aged in mahogany, and keeps it on his desk until a few hours before closing date, usually resulting in a rash of extensions and overtime charges.

• **2. The Organization Man**—this fellow has adopted what has been termed "the Mandarin psychology" of self-perpetuation. He has a nice, steady job and he intends to do it without getting in anybody's way. Upsetting the "system" is about the last thing he wants to do, and so he quickly rules out anything which might cause a raised eyebrow. He totally lacks *"the courage to fail."* In fact, he can't see where courage has any relation to business at all.

• **3. The Imitator**—he is the one who is always waving the competitor's ad at you and saying, "Why can't we do something like this?"

As he interprets the research reports and industry sales figures, it is obvious to him that the competitor's claims must be the benefits which the customers really want.

He cannot be convinced that an imitative campaign will only strengthen his competitor's image, while he foots the bill, and confuse his own customers. And anyway, he says, he doesn't want to *copy* the competitive campaign, he only wants one *like* it.

• **4. The Myopic**—he lives and breathes the climate of the factory and has an incurable case of Management Myopia.

When there's a label change, it is the most important thing since jet air travel, and he is convinced that the new label is worth a concentrated advertising campaign.

**A Featured Presentation**
**From the Fourth Annual**
**Summer Workshop on Creativity in Advertising**
**Sponsored by Advertising Age**

The size, weight, and shape of the container is, he believes, endlessly fascinating to the general public, and he's sure that the methods of manufacture fully described constitute irrefutable proof that this product is superior. Show him an imaginative ad and he tells you he doesn't want to win awards, he wants to sell the product.

Generally arguing with this kind of adman is as successful as kicking a cobra in the teeth with the fleshy part of the leg.

• **5. The Statistician**—if he cans six kinds of spinach, he wants people to know he cans six kinds of spinach—and never mind the appetite appeal. If his product comes in 15 different colors, he wants to show all 15 colors in the ad and mention that he is "America's leading manufacturer of."

He is aware that it isn't a good ad—"but the trade will like it."

• **6. The Great Compromiser**—he deplores the lack of creativity in today's advertising. He is an avid reader of all columns which criticize and applaud advertising, and agrees with everything and everybody in print.

He wants something different. When you show him something different, he likes it—and wants only a few changes: a larger logo; illustrations of four products instead of only one; an extra paragraph with "sales points"; a plug for a traffic-building offer; a slight squeeze of the space to make room for mention of a new product he wants to introduce but can't afford to advertise alone; and a nice big, brightly colored patch with "NEW!" in reverse.

In spite of his help, the ads he influences never seem to satisfy either him or the critical columnists, and he is always ready to say that the writers and art directors aren't creative.

■ We can all take heart that we also have in our midst a seventh type whom I call **The Creative Professional.**

• He is obviously the hero of our piece.

• First of all, he really believes in advertising. He respects the product, the customers, the competition, and the agency.

• He does not approach an ad with pen or pencil poised in his hand for changes.

• He is an inspired realist, with an objective understanding of what the product can and cannot do; he has a sense of proportion—a sense of the relative importance of his product in the lives of people and a sense of what interests them.

• He has a genuine appetite for ideas, and never stops looking for the best way to reach the customers.

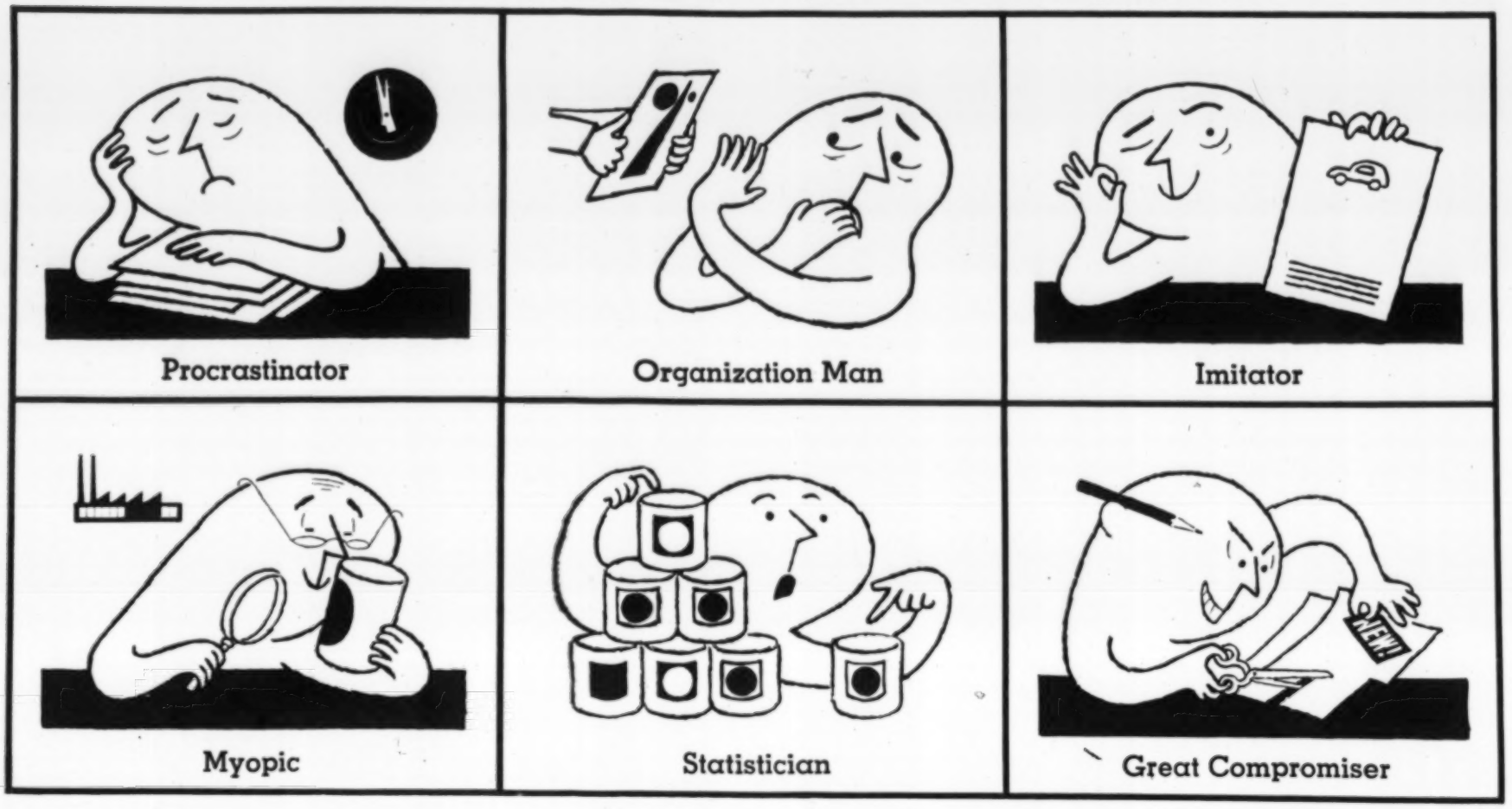
• He approaches new techniques with an inquisitive and critical mind, neither resisting them because they are untried, nor fighting for them because they are fashionable. He draws on past experience in advertising for what it can teach him, recognizing that the present may have changed the problem.

• He uses research as a servant, not a master.

• He operates without prejudice, and is amenable to either hard sell or soft sell, long copy or short, photography or art work, human interest or product news—as long as it achieves the main objective, which is selling communications.

• After the budget is settled on, the me-

# Six Kinds of People Who Gum Up the Work of Okaying Ads




dia schedule worked out, the contracts signed, etc.—there is something in his makeup which tells him that this is the time to *stop* thinking in terms of cost-per-thousand ratios, tv ratings, space deals, etc., and to exercise *creative judgment* when reviewing, OK'ing, revising or rejecting an ad or campaign.

- He's willing to try something that *might* be great rather than plod along with something sure to be safe. He knows that the best copywriter in the world is no better than a client, or the head of the agency, lets him be.
- He realizes that the final OK takes a lonely kind of courage, and he has the judgment and guts to exercise it.

This business needs a lot more like him.

■ That's my crabby analysis—my list of six sinners and a saint. Now let me go on to weave some variations on the theme.

I have said before, and I repeat, "Any fool can write a bad ad, but it takes a genius to keep his hands off a good one."

If there is any form of OK I dread more than another it is "OK with corrections" or "OK w.c.," as it usually appears on the proof or storyboard. (I heard an account executive once declare loudly, "Those are *not* corrections—they are merely changes.")

### 'Look at All Three'—A Great Ad That Almost Didn't Run

Many of us have our favorite stories of great advertising ideas, how they were born, and how they narrowly escaped death.

One of these is the story of the famous "Look at All Three."

My friend, the late Sterling Getchell, told me this story himself. Back in the spring of 1932, when Plymouth was a three-year-old infant, struggling for recognition against the two giants, Ford and Chevrolet, he and Jack Tarleton (now a vp of our agency) were in avid pursuit of the Plymouth account. They came up finally, after much fumbling, sweating, and bleeding, with six full-page newspaper ads illustrated with pictures of Walter P. Chrysler posed with his new baby, and talking straight out to the reader in the first person.

■ As was Getchell's brash and expensive custom, he presented these ads set in type and ready to plate, to a committee of the high brass of Chrysler Corp.

One of these six ads carried the headline, "*Look at all three.*"

After a long process of reviewing and chewing over the six pages, it was the unanimous consensus of the assembled brass that "*Look at all three*" was out.

It was obviously silly, they agreed, deliberately to invite the customers' appraisal of the wares of competition.

One of the bigger wheels growled through his cigar, "Why the hell do I want to sell Fords and Chevies?"

■ Next day the same group spread the ads out in Mr. Chrysler's office. By some oversight "*Look at all three*" was still present. Mr. Chrysler looked the ads over, read each one carefully, and said, "Fine. Let's run them."

But by now the Committee had noticed one accident. Someone—probably bucking for Brownie points on his report card—pointed out the awful fallacy of "*Look at all three,*" and explained that they'd already kicked it out for obvious reasons. Others elaborated.

At length, discussion was finally ended by the Boss, who slapped a big hand on his desk and said, "I don't give a damn—I want to run that ad!"

So it ran. So did two others of the six which no one remembers today.

That *one ad* (which many refer to today as a "campaign") put Plymouth into the big time literally overnight.

■ The moral of the tale is obvious. These ads were simply the creation of two enthusiastic, talented young men with a good sense of timing, but the real greatness in the whole deal was Walter P. Chrysler's. He was gambling for big stakes and had the courage to back his judgment with an OK in spite of opposition in his own camp.

He was right. His gamble paid off. Having drawn his hand and made his bet, he backed it all the way without a quibble. That's the kind of guy he was. That's the way a great ad got printed, and in a lot of cases, it's still the way today.

■ I don't know who it was that permitted Bill Bernbach to call that car a "Lemon" or a "Beetle," but I think he is to be congratulated, and I understand that the sales jumped like a grasshopper.

Today we have copy research and pretesting techniques of varying degrees of reliability, and I should quickly add that Sterling Getchell, a great creative genius, was also a pioneer in this field. We are all looking for better measurements of what gets advertising noticed, believed and acted upon. I submit, however, that the chemistry of public reaction has no fixed valences which you can codify or depend on. I submit that the need for inspired thinking which gets through to people and which is OK'd *on judgment* is greater today than it ever was.

Testing can guide, but it can never create, and rarely have I seen any really great advertising created without a certain amount of confusion, throw-aways, bent noses, irritation and downright cussedness.

■ I sometimes think that there are a lot of people in the advertising business who don't really believe in advertising. They become so immersed in case lots, shelf space, sales curves, go-in deals and advertising allowances that "the ad" itself is lost in the shuffle. This leads to a set of Univac standards and a lowering of vision that just naturally makes ads artificial, weak, and economically unsound.

### The Lawyers

I am sure our friends in the legal profession would feel slighted if I did not refer to their increasingly important role in advertising.

There is no doubt that much of the recent increase of legal lint-picking is understandable, genuinely in the interest of the public, therefore in the interest of advertising.

But, as I have observed it, some of its worst aspects come not from FTC, BBB, etc., but from the super-safe, over-protective legal advisors of both advertisers and agencies.

Agency and client, together, must constantly shoot for honesty, truth, and clarity in ads. But too often young lawyers seem to make it their mission to so qualify and sterilize copy that it loses its birthright. Their object, apparently, is to be so correct that "the front office won't get even one crank letter from *this* one!"

More often than not, the ones who want to play it safe are the young guys. The higher-up client lawyers, as I have observed them, are more apt to be imaginative and farsighted, and at the same time constructive—to help find "the best right way to say it."

### The Processes That Drive Admen Wild

So far I have dealt largely with the *people* who contribute to the dilution and wastefulness of advertising. Now let me mention a few of the *processes*:

- **1. Presentation by Relay**

It is becoming more important all the time to keep good ideas alive through proper care and feeding.

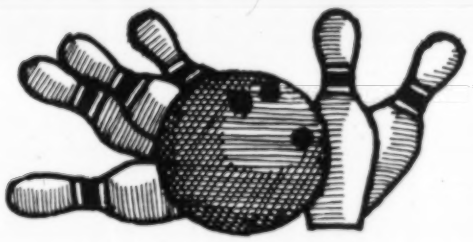
The original enthusiasm—the head of steam that once had the agency plans committee all excited—has to be re-staged at every layer of client approval, or it's apt to be dead.

How often has a campaign been convincingly presented to client top brass—and later off-handedly flashed at the second client echelon? First thing they do is start chiseling away at what they honestly feel is a bum approach, when proper re-presentation would have demonstrated its worth.

■ This is one of the greatest of the communication problems in our modern business world. The translation of an idea on the long trip from inside the agency to inside the client, often at various stages over a period of weeks, or even months, is all too apt to result

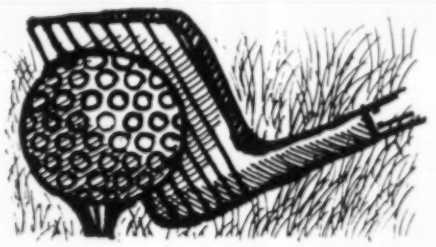
# 96

...As a bowling score, lamentable.



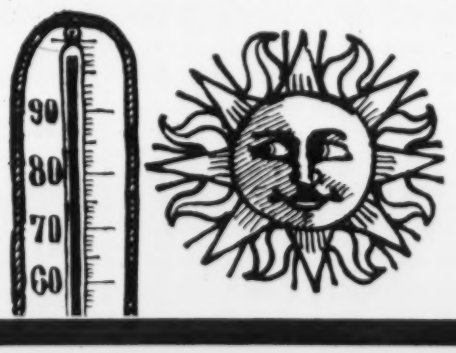
# 96

...In golf, only fair.



# 96

...As temperature in September, wretched.




# 96

but – as the roster of new advertisers who have responded with over $2,000,000 in orders since Good Housekeeping's April 17 announcement of its new 50c newsstand price – a significant achievement.*

* And increased schedules from present advertisers have even surpassed this new business. The reason for both: recognition that Good Housekeeping's premium newsstand and subscription price assure advertisers of the quality readership a quality magazine automatically attracts; that a *fair* price to the reader permits equitable rates for advertisers with lower cost per thousand.

Good Housekeeping

Magazine and Institute / A Hearst Magazine

Guaranteed by Good Housekeeping

Presentation by Relay

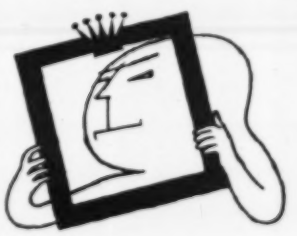
in a diffusion and watering-down of an original clear concept with some real human involvement in it.

I think it is a good rule to pin everything down so that no matter how many hands it passes through, the client at least knows "why we did it this way." Frequent re-reading of the rationale or "think-piece" at all levels should be a must. Anyone who is important enough to exercise judgment is important enough to get the whole story without one bit of reasoning skipped or diluted.

Speaking of watered-down advertising, which is one of my phobias, I am reminded of the words of the wise old Scot who observed, "If it were the proper thing to water the whisky, they'd have done it that way at the distillery."

**• 2. The Coddling of Unworthy Egos**

We have among us certain cry-baby creative men, loud in their search for a "creative man's agency," loud in whimperings for "creative freedom." What they are really asking for, of course, is coddling, a permissiveness to produce any and all of their own ideas, regardless of merit.



Coddling of Unworthy Egos

These people are really not interested in effective advertising, but in ego gratification. All of us need some of that, of course. But it seems to me maturity in advertising can begin only when we are reconciled to a useful anonymity and when we welcome constructive collaboration in contributing to the best of all possible jobs.

Personal satisfaction, I believe, must come in a day-to-day feeling that one has earned his pay.

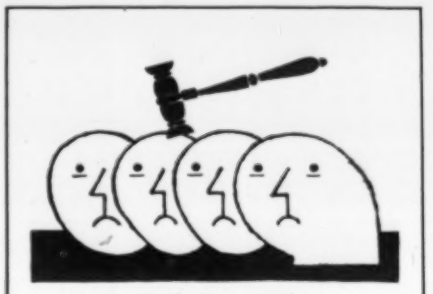
■ The protection of creative people against the realities of our business is, I believe, another reason why we have so much tired and ineffective advertising. These creative people by their withdrawal from reality have forced the responsibility for making the decisions on the clients and account executives—the very situation they decry.

**• 3. Rule by Committee**

There are too many committees, particularly too many "revolving committees" in which strong-minded people who were present at one meeting are forced to be absent from the next one where the same ideas are discussed. (I have boarded up my glass house for the duration of this meeting.)

A committee is only a mob unless somebody has authority to make decisions. Nothing can be more confusing than revisions representing two schools of thought leading to three final decisions.

This is true in many large agencies, but the larger the advertiser, the more echeloned—and the more likely it is that copy will get committee'd there too.



Rule by Committee

Too many organization charts still favor sales and production efficiency and leave the ad manager in the lurch.

He must listen to sales managers, field men, production men, marketing men, product planners, treasurers, psychologists, artists, writers, account men, customers, interviewers, retail clerks, engineers, directors of corporate advertising, directors of research, directors of public relations, divisional vice presidents, senior vice presidents, executive vice presidents, presidents, board chairmen, stockholders, lawyers, and little old ladies who write in to complain about the misspelling of a word in an ad.

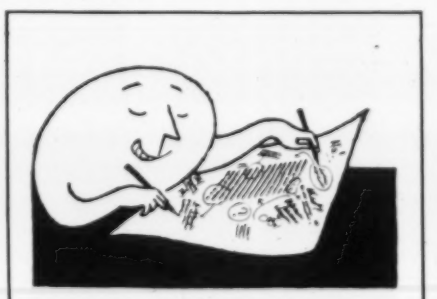
There is no doubt that in many companies the OK'ing process could be improved by streamlining, and by strengthening the hand of the advertising manager.

**• 4. Revision by Chain Reaction**

If you have chiefs, Indians, salesmen, lawyers and technicians on your copy clearance routing slip, here's a good rule to remember:

With some people, the first change in copy is like a fuse on a pack of firecrackers. One spark is all that's needed to set these people off on an editing binge.

The best way to avoid this is to send a clean, separate piece of copy (plus photostat of the layout or storyboard) to everyone on the routing list. Then each individual is on his own.



Revision by Chain Reaction

After all this fault-finding I want to introduce a more optimistic note. I believe, everywhere in advertising circles, the people who write ads and those who OK them should take heart. I believe that the lively art of advertising is still in its infancy.

I believe that advertisers generally are gradually taking a more enlightened view of advertising copy as a means of communicating with flesh-and-blood people. I believe that the writer who is willing to be different, willing to experiment, willing to write for his Uncle Oscar and Aunt Minnie—warm-hearted, fun-loving people—*that* writer will make major contributions to the industry. And I believe he will be appreciated and get his share of OK's.

■ A day's viewing of television or a thoughtful examination of any magazine or newspaper will convince the imaginative writer that he has nothing to lose and everything to gain!

For all concerned, agency copy chiefs, as well as clients, it is increasingly important to understand that the warp and woof of a good ad are so interwoven that it's very hard to twist one without snarling the other. Unless you're sure of yourself as a loose-thread-picker-outer, send the material back for final alterations—or make sure the copywriter knows he is welcome to overrule your pencilled corrections, if he can thereby make the whole piece a stronger, more human and more unified delivery of the message.

All of us, I think, must face up to these hard realities:

The only thing that makes a "good tv buy" a bargain is a good creative idea in the commercial.

The only thing that makes good research *work* is to help produce a working idea in the ad.

There's nothing right about a *right* media schedule until the right selling idea is found.

There's nothing good about a good copy platform that straitjackets an idea.

I hope these observations may prove helpful. I have tried to be as specific as I could. Now to get back on more general, and perhaps safer ground, I would like to leave you with the Ten Advertising Commandments which accompany this article.

## *Ten Advertising Commandments*

**By Leo Burnett**

1. ***Thou shalt not close thy mind to the different, the fresh, the unexpected.***
2. ***Thou shalt not follow where thou canst lead.***
3. ***Thou shalt not advertise to thyself.***
4. ***Thou shalt honor thy public's intelligence.***
5. ***Thou shalt not belittle thy competitor.***
6. ***Thou shalt not adulter the truth.***
7. ***Thou shalt not rob words of their warmth.***
8. ***Thou shalt not deprive the pictures of their magic or the music of its lilt.***
9. ***Thou shalt not worship thy sacred cows.***
10. ***Thou shalt not covet thy competitor's advertising.***

*On the Merchandising Front . . .*

# The Next Step in Cart-It-Yourself Shopping

**By E. B. Weiss**

Will the next step in cart-it-yourself shopping involve renting or loaning the shopper a *trailer* for use in carrying home bulky purchases?

Could be. After all, it would be simply an extension of the shopping cart now loaned the shopper for use in the store and to cart merchandise out to the car. The shopping cart is for small-unit purchases. The trailer would be for big-ticket purchases.

E. B. Weiss

Sound dreamy? Well—in a Sears house organ I read recently the following comment by a store manager: "One big surprise (in a new Sears' store) has been the success of a customer pick-up desk. Store staffers have been astounded by the kind of things customers will carry home with them. Loading a trunk with a half-dozen bags of peat moss is not unusual. *In fact, it is now becoming common for customers to rent trailers* and to carry out large, heavy items such as refrigerators which they want to put in their homes in a hurry."

The business of renting these small trailers has grown rapidly over the last few years. It is, therefore, not at all improbable that, before too long, some large retailers will make a tie-up with trailer rental organizations. The joint program might work something like this:

1. The retailer turns over a part of his parking area to the display of an inventory of the trailers.
2. These trailers are offered for rental on regular terms.
3. However, the retailer gives the shopper a validated ticket to apply to the trailer rental. The amount of the validation is in ratio to the shopper's purchases in the store. For a sufficiently large purchase, the shopper might very well obtain the trailer rent free.
4. The rental fee paid to the trailer agent by the retailer would be adjusted downward in view of the "wholesale" use of the service by the retailer—also in view of the fact that the trailer agent is given parking-area facilities which he uses to develop his own rental business.
5. The net cost to the retailer should be lower than usual delivery charges.
6. Where the retailer charges for delivery—the cost of the trailer rental would be passed on to the shopper, but would be lower than usual delivery charges.

■ The idea has many ramifications. For example, one of the major problems of the so-called one-stop store unit is to create more one-stop shoppers. The average ticket in the one-stop store tends to be most unsatisfactory. Is it possible that a trailer service would induce more shoppers to buy a wider variety of merchandise ranging from potatoes to pots to post lights—tuck them in the trailer and cart them home?

There are many reasons that shoppers may prefer to lug home even bulky purchases. One involves the very human attribute of wanting to get a purchase home immediately after it is made. A family may delay a year buying a 9x12' rug—but once that rug is purchased, the shopper would like to get it home in minutes.

A second reason stems from the fact that where husband and wife both wor

# Snow makes it...LOOK sells it

**"Sales of Snow's products are up considerably. There's no doubt—people are impressed by LOOK. So am I."**
**—Robert N. Sullivan, V. P., Daniel F. Sullivan Co., Advertising Agency, F. H. Snow Canning Company.**

On November 8, 1960, the F. H. Snow Canning Company, division of the Borden Company, ran a four-color advertisement in Magazones 1 and 7 (New England and West Coast) of LOOK . . . the first major magazine to carry Snow advertising. Featured in the ad was a coupon offering a full-color reproduction of a New England landscape painting. Cost to readers: $1.00 plus 2 Snow labels.

Snow's advertising objectives: (1) to introduce a new product, Clams a la King; (2) to expand distribution for an established product, Clam Chowder; (3) to spur sales of both products.

All of Snow's advertising goals were met – with resounding success. According to S. W. Eldridge, Vice President of Snow: "LOOK's excellent four-color printing helped pull tens of thousands of requests." LOOK reproduction was so outstanding that the ad was used in 5,000 counter cards displayed by grocery outlets. Hundreds of grocers gave special display space to Snow's products.

Mr. Eldridge says, "The exceptional merchandising cooperation of LOOK was an important contribution to the healthy sales increase we are enjoying for all Snow's products."

LOOK last year (1960 vs. 1959) recorded the greatest advertising revenue gain among *all* magazines. In the first half of 1961 LOOK ad revenue reached another new high. One reason for this unmatched growth is LOOK's outstanding record in producing sales results. *For LOOK means sales.*

—and those young couples who both work are the great accumulators of merchandise—they get into all kinds of problems on home deliveries because they are not home when the delivery truck arrives.

A third reason arises from the fact that this is an era in which it is considered downright sinful among many young married women to remain at home. Neither snow, nor rain, nor hail—not even sick children—will keep them at home. Naturally, they take a dim view of waiting at home for delivery of a floor lamp, especially since they do not know whether the delivery truck will show up early in the morning or late in the afternoon.

■ Then it has become customary to tip the delivery men—and women traditionally do not like to tip! Also, if delivery of a bulky purchase is made when nobody is at home, it is apt to be left by the delivery man precisely where the housewife doesn't want it.

I presume there are other reasons—many more—which add up to the conclusion by millions of couples, especially younger couples, that they would rather lug home even bulky purchases. If that shopper desire can be catered to by retailers and simultaneously enables the retailer to cut his costs of home delivery—then the idea of loaning or renting trailers to shoppers may indeed take off.

It is entirely probable that the managers of large shopping centers will see center-wide benefits in such a service. I suspect that the first shopping centers to offer a service of this kind will pick up a competitive lap. And since large companies will eventually be operating in the trailer rental business, the financial arrangements between large car rental organizations and large shopping centers could be adequate to make this service a topnotch shopper facility. #

*Agencies Ask Us . . .*

# How About Trial-Marriage Before Mergers?

**By Kenneth Groesbeck**
**Advertising Agency Consultant**

Mergers are not always the desirable solutions to smallness which they may seem to be. All of us are conscious of too many divorces in our business life. Combinations are entered into with high hopes, publicized as increases in efficiency, touted to clients as the precursors of better service and increased reliability, and then, a year or two later, comes dissolution of the deal, with two shops starting all over again on their own under much greater difficulties than existed originally.

Kenneth Groesbeck

Why greater difficulties? Financially, because changes in premises and equipment cost money, may involve unbreakable leases and obligations, usually deplete working capital. Resulting also is a probable loss in desirable manpower, as duplication of jobs indicated firing good people who are now found to be much harder to secure than they were originally. Worst of all is the loss of client confidence in both the shops concerned. "Couldn't make it work, eh? Well, if you'd asked me, I could have told you," and so on. You know the line.

■ Almost invariably, this entering into a corporate agreement, with all its legal bonds, is done without sufficient knowledge of the realities involved, and this appalling ignorance exists on the part of both principals. Sometimes one party is putting it over nicely on the other, but usually, while both may be playing it straight, neither knows too much about what it's all about.

There are two great uncertainties we should be aware of in merging advertising agencies. One is compatibility. The other is billings.

■ Both of these important considerations are peculiarly characteristic of our business. While getting along with each other is a large question mark in all marriages, here we have two individuals, (or, if you will, two groups of people), who are sensitive, individualistic, creative, temperamental and idealistic. It takes more than usual adaptability, patience, consideration and understanding, to change each to fit best with the other. For change will be essential, however small. It turns out that business men and women, admired and esteemed from a distance, turn out to be quite different before breakfast and with their hair down.

Even more surprising than the discovery of incompatibility of temperament is the ignorance of the dollars and cents reality of billings and profits. Seen from the outside, each agency appears to the other prosperous, well financed, financially sound. In the pre-marital or courtship period, each has been on its best behavior, with a natural avoidance of unpleasant topics, and there is such uncertainty and vagueness even in financial statements, unbelievable as this may seem. Also, as must always be remembered, there is a great deal of wish-thinking involved. Each agency wants to believe the other is desirable as a partner, the answer to the maiden's prayer, the pot of gold at the end of the rainbow.

■ Where the falseness of the realities turns out to be the result of deception, the deal is of course doomed in advance. Frequently the victim has little recourse, and the agency which has been taken in has only itself to thank for its unhappy awakening. Which, as we know, doesn't make it any easier for the too-trusting individual or group. We just begin all over again, sadder but wiser.

Where no willful deception is involved, actual ignorance, carelessness, or inability to read figures may be the cause of the sad awakening. Here there is a chance to rescue the ship from destruction. With both parties honest and anxious to continue the merger, all that is needed is a re-evaluation of the assets and liabilities, and a new deal based on the newly acquired knowledge.

Over and over I find agencies anxious to merge, and conscious of these uncertainties. However, they don't seem to know what to do about it. They say, "It's the intangibles which have us puzzled. How much are these worth? How can we estimate contacts, and future billings which probably will accrue to the combined agencies, possibly too large for either separate shop to handle?"

To this, one usually has to answer, "The safest thing is to regard all such future probabilities as possible plusses, and to evaluate them at nothing. They may well be reasons for wanting to get together, but they never should be given tangible monetary value in estimating the comparative worth of the two shops."

The obvious answer to all these questions is trial marriage of the two agencies, in which they function together with clients of both shops for a period of, say, one year, *with the minimum amount of change on the part of either outfit.* This means that each agency stays in its own quarters, and makes no change in its personnel, barring those which are clearly desirable, such as making one production man, hitherto under-worked, do the work of two, with the proper adjustments in his pay, as he proves able to handle the double burden.

There are two things to watch out for, in any such trial period. One is approval, on the part of the clients of each agency. All clients must be consulted in advance, told the experiment is about to be conducted, warned that if it doesn't work out both shops plan to return to their previous independent status. So consulted, advertisers can only be interested in and in favor of the plan, offering as it does, better service and more manpower, particularly in the higher echelons.

The other thing which must be watched out for is ultimate raiding of either agency's client list by the other. With all the

*The Creative Man's Corner . . .*

# Well, It's a Fact

It's improbable that this advertisement for Old Crow is going to be on anybody's Ten Best Ads list (are yew listenin', Mistuh Tyluh?) but it's some of the plainest and most reassuring talk we've heard about a company's advertising.

The truth
about
Old Crow advertising
We are sometimes surprised when people occasionally write in to question our advertising. Specifically, they ask "is it true" that Andrew Jackson, Daniel Webster, Mark Twain, Jack London and others publicly favored Old Crow bourbon as we say they did?
Even after we printed the fact that Henry Clay rode out to see James Crow and personally ordered a barrel of Old Crow for his Washington home – some people asked about that, too!
Let us simply say that probably the most thorough reading our advertising gets is from the various regulatory agencies—state and federal. We have documentation on every famous person used. As a matter of fact, we have a standing reward of $250 to anyone who sends us documented information relating famous Americans of the 19th century to Old Crow.
Even when we advertise that Old Crow tastes the best—there is evidence for it. The fact is that more people buy Old Crow than any other bourbon. In a free market, with many fine bourbons available at all prices, is this not convincing evidence that many people feel we are "the best?"
Won't you try Kentucky's Old Crow? At its modern, light 86 proof, it is mild enough to enjoy on the rocks...or touched with a little "branch."
Light Mild 86 Proof
OLD CROW
Kentucky Bourbon

National Distillers says simply and firmly that Andrew Jackson, Daniel Webster, Mark Twain, Jack London, Henry Clay and others certainly did favor Old Crow bourbon in their days. In fact, National shows a certain polite astonishment and resentment that anyone would challenge what it had *printed* about its product. "Even after we *printed* the fact that Henry Clay rode out to see James Crow and personally ordered a barrel of Old Crow for his Washington home—some people asked us about that, too!" the company reports in amazement.

And then, in what strikes us as one of the most modest passages to come from a copywriter's typewriter in years, National says, "Let us simply say that probably the most thorough reading our advertising gets is from the various regulatory agencies—state and federal." So National has documentation, and a reward of $250 for anyone who sends in *documented* information relating famous Americans of the 19th century to Old Crow.

Finally, when the company says in ads that Old Crow tastes "the best—there is evidence for it. The fact is that more people buy Old Crow than any other bourbon. In a free market, with many fine bourbons available at all prices, is this not *convincing* evidence that many people feel we are 'the best'?"

Technically, the advertisement is commonplace—the illustration, typography and "design" are unexciting. Only the text, with its peculiar italic emphasis, and a strangely pleasant and countrified style, is unusual. ("We are sometimes surprised when people occasionally write in to question our advertising.")

That's not quite right. It is equally unusual for a company to take the trouble to tell its readers and customers that what they read in its advertising is absolutely factual—it was *printed*, wasn't it? Unusual, reassuring, *documented*, *convincing*.

you need for successfully linking up with the German market. You cross the barriers of latitude, longitude and language - and find yourself in a market where selling is different. Your immediate problem is, therefore, to associate with a local advertising and marketing agency that offers expert and specialized service within the local market and has the talent and the facilities to develop sales compelling campaigns on the basis of your general policy modified and adapted to fit in with German needs, customs and market conditions. - In Germany, your partner is the Gabler Agency, a fully integrated organization staffed by international-minded advertising and marketing specialists who know their country and its people.

**Gabler**

**Carl Gabler Werbegesellschaft mbH · München 2 · Tel. 557991 · Telex 0522714**

Branch offices: Augsburg · Frankfurt · Hamburg · Nürnberg · Stuttgart

good intentions in the world, this may happen if an important client comes to regard the men and women of one agency as better than those of the other, and wishes to make a shift, when the trial period has expired and each participant has gone home to mother.

• This must be rigidly provided for in advance, in the trial marriage agreement. Any good lawyer can draw up a contract preventing such changes under large financial penalties, and the courts will support such precautions.

These two dangers can be averted in advance. One which is harder to cope with, however, is the so frequent discrepancy between hope and reality, particularly financial.

Each agency must be ready to see the other unable to deliver all that it honestly expected it could. Clients change their minds, as you may have observed. Advertisers undergo unexpected reverses which change their plans for them, whether they like it or not. When any such changes in the hoped-for financial situation occur, involving both billings and profits, as of course they do, the utmost in forbearance and patience are called for. Frequently such fairness reaps its own reward, in far greater understanding and sympathy between the parties involved. All marriages gain their strength and longevity not by how the husband and wife behave when the sun shines, but by what they do when it rains.

After a year's experience living and working together, each agency knows what it should about the other. Then, and only then, both shops can safely enter into whatever contractual relationship may seem best for each. Now the men are separated from the boys. Now hopes have become actualities, or only vanished visions. Now the marriage has been tried and found good, and the combination can safely go forward to the success it certainly deserves. #

*Salesense in Advertising . . .*

# Jottings From My Notebook

**By James D. Woolf**
**Advertising Consultant**

I have before me an article which asserts that 98% of all new national advertising ventures fail. Another estimate places the figure at 75%. The estimates includes mail order as well as store-sold merchandise. Whatever the correct figure, it is undoubtedly high. What are the reasons for these failures? There are many—an inferior product, a product that does not answer a need or want, price too high, field overcrowded, overwhelming competition, insufficient capital (hence too little advertising and promotion), inadequate distribution, failure to test before taking the big plunge, inexperience. Advertising is only one reason for a successful enterprise; it is likely to fail unless conditions are right all along the line.

James D. Woolf

* * *

No business, whether it is a corner grocery or a large national company, can survive and prosper over the long haul if it does not fully enjoy the confidence of the consumer. Your advertising "fronts" for you; it is your public mouthpiece. Done with restraint, sincerity, and dignity, it can have a fine institutional effect.

* * *

I hold that statements capable of being readily believed—statements worthy of unquestioned acceptance—are what certify an advertiser's right to the good opinion of consumers. An advertiser destroys his claim to confidence and consideration when he asks his readers to believe incredible claims.

* * *

Charles F. Kettering is said to have remarked: "A problem well stated is a problem half solved." This observation, I suggest, deserves a conspicuous place in every adman's book of rules. More than one campaign has failed because the problem, in the planning stage, was superficially explored and imperfectly understood.

* * *

It seems to me that all advertising problems net down to a question of *niche*. No product can hope to find a vacuum to fill unless the need is there, or unless the need can be created. Consider, for example, magazines, which, like soap, are commercial products that must compete vigorously for the consumer's dollar. They succeed or fail to the degree that they are successful in fitting themselves into unfilled or semi-filled vacancies.

* * *

The first typewriter had hard sledding. Business men scoffed at this new invention, and during the first seven years only 1,200 machines were sold. A consumer problem, generally recognized did not create the idea; the idea created a consumer recognition of the need, eventually. What a happy circumstance it was that Christopher Sholes did not first ask a panel of business men whether or not they wanted a "Mechanical Chirographer!"

Better testing of copy ideas—*and more of it*—is one of advertising's greatest needs. I suppose that now and then a potent copy idea comes out of a hat with all the aplomb of a Houdini, but I suspect the rabbit often turns out to be a mouse. Another of advertising's greatest needs is far less haste. Good advertising ideas are usually the children of perspiration, and advertisers should give their agencies ample opportunity to perspire over an adequate period of time.

* * *

A risky procedure, it has always seemed to me, is that of asking the consumer to accept copy claims that are in sharp contradiction to ordinary human experience. The truth of such claims, unless they are backed with a 100% guarantee, does not justify their use if they strain too severely the common sense of the reader or listener. Claims acutely inconsistent with popular and generally accepted beliefs at once become suspect.

* * *

I wonder if red-hot ideas often emerge from consumer and dealer probes. The man (Stanley Resor) who made advertising history with early Woodbury soap copy didn't find "A Skin You Love to Touch" in the pages of a research report. And I venture to say that it wasn't an inquiry into what the public thinks about body odor that gave birth to the B. O. idea for Lifebuoy.

* * *

Owen D. Young once wrote this to me: "I have discovered after long experience that misunderstandings arise between men because of the failure of adequate expression. Perhaps only 1% or 2%, certainly I should think not more than 5% of what one thinks or sees or feels, can be translated by language to another . . . Be careful that your language is clear, and keep your sentences short. After simplicity add style if you can."

* * *

Victor O. Schwab makes this observation: "It isn't enough to cram appeal into the *body* copy. It's the headline that gets people into the copy; the copy doesn't get them into the headline. . . . Briefly, the purpose of the headline is to call out a phrase or a sentence that will *stop* people . . . an advertisement with even mediocre copy can do a fairly good job—provided the headline itself is strong, using the right appeal to present a product that does a job that people want done for them."

* * *

If your product is capable of delivering an *important benefit*, provide the consumer with adequate information. When you have said all that you think ought to be said, stop. Don't bother to count the words; whether they are 10 or 100 doesn't matter—*if they are adequate*. It appears to me there are many advertisers who are failing to exploit important benefits inherent in their product or service (insurance for example). They have argued themselves into believing that nobody reads advertising anyway. #

*Tips for the Production Man . . .*

# Some Problems Related to Printing Inks

**By Kenneth B. Butler**

A great number of the problems which a production man grapples with in the course of a week have to do with printing inks, color and satisfactory reproduction.

Not all these problems are artistic. Many are technical, even chemical. They involve an understanding of the actual conditions under which printing inks are laid down on the press forms, the type of paper. The production man becomes, whether he wishes it or not, a partner with his printer in coping with these problems.

Take, for example, the problem of "ghosting." This term, of course, refers to color solids which are blemished by light streaks or shadows. This happens when certain parts of the form may take most of the ink off the rollers, resulting in an insufficient supply of ink to obliterate the design before the ink rollers contact the form a second time.

Changing to another press with more form rollers, or the addition of another form roller to the press if possible, may help. Re-distribution of the solids might cure the weakness, but rarely is it possible to shift location of pages, particularly when the form is on the press.

"Show-through" is another annoying defect. This is sometimes caused by the use of ink that is too soft and too penetrating because of excessive non-drying oils or toners in its makeup. A stronger ink that can be printed with a thinner film may be a remedy. Often, show-through is due to paper stock that lacks opacity; other times it is due to the fact that a heavy, black page backs up an extremely light page. Ink is more prone to strike through an absorbent stock than on hard, non-absorbent stock.

* * *

Another annoying blemish is "picking," which, thank goodness, is not very prevalent any more. This unhappy situation is evidenced by the appearance of white specks in solid areas . . . or even tearing of the paper surface in extreme cases. It is caused by ink that is too tacky or a paper surface that lacks sufficient strength, or both. Paper merchants are able to provide, when requested, the results of pick tests on their papers. Printers understand the remedies for excessive tackiness. However, if the ink must be "doped" excessively in order to reduce tack, the quality of the reproduction may suffer.

Mottling of ink, especially on solids, is another disturbing phenomenon. While this is often due to a paper defect (uneven absorption), in my opinion it is more frequently the result of choosing an ink color that is susceptible to mottling; further, that the original inkmaker's sample swatch was its own evidence that an even lay of color could not be expected from an ink of that particular chemical composition. An opaque ink will be less inclined to mottle than will transparent ink.

"Fill-in," particularly in halftones as well as in very small type, is an ugly defect in printing that can be laid to varying causes. Stock that is too rough and textured for the engraving screen or size of type, is one miscreant; so is dirty ink or paper that has a linty or dusty surface which soon contaminates the ink. The remedy, short-term, is to wash up and start with fresh ink, along with more frequent washing of the forms. Long-term, a different brand of paper should be chosen.

Another cause of fill-in is excessive flow of ink. This may not be due to carelessness by the printer, but may be the unfortunate result of heavy solids in line with light composition. The delicate pages must take the heavy flow of ink that is of necessity provided for the heavy solids. A poorly ground pigment or ink of low "tack" could also contribute to this evil.

* * *

Every production man and friend of printing shudders when he sees a "hickey" . . . a dark spot within a large black solid that has a white ring around it, like a bull's eye caused by dirt or foreign particles falling on solids where inking and impression tend to build it, stamp it in, so that it becomes fixed unless washed off. Cleaner ink, cleaner paper and more frequent washups are the inescapable remedies.

Grayness of halftones is often a complaint. To determine if this is the fault of the inking, inspect the display type or reverse plates on the printed sheet. If they are a strong, solid black, this is a sign that the halftones likewise are receiving proper film of ink. Photography, plates, or make-ready might then be the culprit.

Color tints will usually look lighter and weaker if the film thickness is insufficient; and likewise will look darker if the form is over-inked. A color discrepancy, then, may not be blamed on the ink match. Some colors are fugitive and leach out in the light. Greens are especially susceptible to fading.

It is well to require colored inks to be proofed on the paper on which they are to be printed. An ink will usually look differently, usually lighter, on textured stock as compared with fine coated paper.

* * *

The foregoing discussion has been based, in large part, on information and comments contained in a study done in extreme depth and published as a "Printing Ink Handbook" by the National Assn. of Printing Ink Makers, New York. #

# Information for Advertisers

• "Profile of Broad Line Building Material Dealers," covering characteristics of dealers, types of customers, sales volume, lines of merchandise, land development and financing of lumber and material dealers, has been published by the **Saturday Evening Post** and **Building Materials Merchandiser.** Copies of the report may be obtained from John G. Pontius, Building Materials Marketing Manager, *The Saturday Evening Post*, Independence Sq., Philadelphia 5.

• **Reuben H. Donnelley Corp.,** Street Address Directory Division, Chicago 16, will publish the 1961 edition of "Chicago Street Address Directory," Sept. 1. For the first time the directory will include postal zone numbers.

### *Moore Promoted; Best Foods Names Healy Marketing VP*

Maurice F. Healy Jr. has been appointed a vp and marketing director of the Best Foods division of Corn Products Sales Co., replacing Walter A. Moore, who has been promoted to staff vp of Corn Products Sales. Mr. Moore has been with Corn Products for 34 years. Mr. Healy joined the company last year as assistant to the senior vp for corporate development. He is one of four vps and marketing directors of Best Foods, which is responsible for the marketing of all CP consumer products.

### *Direct Mail Basic Training Course Slated for Beginners*

The first annual direct mail basic training course for beginners, sponsored by the educational committee of the Direct Mail Advertising Assn., will be held at Summit Hotel, New York, on Sept. 21 and 22. A total of 30 men and women are being selected for the course.

Among the instructors will be Amos Bethke, Time Inc.; Arthur Burdge, Young & Rubicam; Bernard Fixler, Creative Mailing Service; Richard Messner, Marbridge Printing; and Samuel Wassermann, James Gray Inc.

### *Conover-Mast Shows Magazine Prototype*

Conover-Mast Publications, New York, is showing a prototype of its new magazine, *International Science & Technology*, to people from the advertising and manufacturing fields in 14 marketing areas this month. The publication will begin regular publication next January. In addition, the sample will be mailed to 60,000 readers. The magazine will have a controlled circulation of 120,000, and is designed for technical management and scientific, engineering and technical specialists.

### *S. S. Street Agency Formed*

S. S. Street Inc., has been formed with offices at 317 S. 16th St., Philadelphia. Street will operate as two divisions. The communications division handles advertising and sales promotion, and the technical division performs in technical areas of government and business. Samuel S. Street Jr., formerly vp of J. R. Mendte Inc., Philadelphia advertising and public relations agency, is president.

### *Pickwick to Gilbert & Felix*

Pickwick International, Long Island City, producer of educational and home entertainment records, has appointed Gilbert & Felix Inc., New York, as its advertising agency. Initial advertising will promote the "Instant Learning" record albums in newspapers, consumer magazines and trade media.

• "34 Ways to Cut Hidden Office Costs," a 12-page booklet which outlines 34 photocopy techniques which can lower costs as well as expedite such work such as charts and graphs, rush messages, material temporarily available and legal documents, has been published by **A. B. Dick Co.,** 5700 W. Touhy Ave., Chicago 48. #

### *Rose-Martin Adds Baker Clothes, Abutco Plastics*

Rose-Martin, New York, has been appointed to handle the advertising account of Baker Clothes Inc., New York and Philadelphia, manufacturer of men's clothing. The company will launch a November campaign with a b&w page in *The New Yorker*, plus fractional units in *Town & Country* and *Gentlemen's Quarterly*. The ads will push a new Kilcar Irish tweed. The account formerly was handled by Don Robbie.

Rose-Martin also has been named to handle advertising for Abutco Plastics Industries, Hazelton, Pa. The company will run four-page inserts in six mining publications, starting in October, to introduce its line of polyethelene products, and will move into construction and other fields late in the year.

### *NBP Adds Bramson Publishing*

Bramson Publishing Co., Birmingham, Mich., publisher of *Production*, has been named a member of National Business Publications.

ON AIR... PAGE... SCREEN

Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss — adequately and inexpensively. Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

MEDIA AND ADVERTISING PLANNERS

Ask your PGW Colonel to show you PERSPECTIVE '61 — a quantitative study of South Florida media.

It takes four newspapers . . . or nine radio stations . . . or the five top national magazines . . . or two other television stations . . . to equal the intensity of daily penetration which WTVJ-Television alone delivers to its hundreds of advertisers. Consider this significant fact as you plan your Fall-Winter advertising schedule for South Florida.

WTVJ CBS TELEVISION IN SOUTH FLORIDA

South Florida's Largest Daily Circulation
A Wometco Enterprises, Inc. Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WVOS-TV
WTCA-TV (Affiliate)

Willis Haas Mayo

ARKANSAS BROADCASTERS—*Arkansas Broadcasters Assn. has elected new officers whose terms will begin January, 1962. Pictured here are J. C. Willis, KVOM, Morrelton, president; Julian Haas, KAGH, Crossett, outgoing president; and W. H. Mayo, KBRI, Brinkley, secretary-treasurer.*

## Action Discount Dollars Introduces Trading Stamp Plan

NEW YORK, Aug. 29—A new entry in the savings stamp field—a purple stamp—has just received a seven-day introductory promotion.

Ads were run by Action Discount Dollars Corp., starting with a four-column, 225-line ad in the Aug. 17 *Wall Street Journal*, which invited applications for exclusive franchises from chain and department stores, shopping centers, supermarkets and national distributors.

This was followed Aug. 21 with a page in *Supermarket News* and 1,125-line ads in the *Long Island Press; Albany Times-Union* and *Knickerbocker News; Hartford Times; Trenton Times;* and *New Brunswick Home News.*

The company is waiting to see what develops from this seven-day push before planning further advertising.

William & London, Newark, is the agency.

■ Herbert I. Segal, chairman of the publicly-owned company, says that his trading stamp plan is different from those now in existence.

Some of the differences:

• Franchise for the stamps will be offered on an exclusive basis in each trading area.

• There will be no redemption centers; customers will have to choose the premium they want from a catalog in the stores of franchised merchants.

• Catalog items will appear with the cash value indicated and not marked at the equivalent value in stamps.

In addition, the company has several merchandising projects in mind, including auction parties at which money will not be acceptable —only the trading stamps. #

### ANPA Taps Committees

New committee appointments have been made by the American Newspaper Publishers Assn. Named chairman of the postal group was Ralph Nicholson of the *Eagle*, Dothan, Ala. M. W. Armistead III of the *Times & World-News*, Roanoke, Va., was appointed chairman of the federal laws committee.

### 'Media/Scope' Names Two

*Media/Scope* has appointed two men to new positions as district managers of its New York office. They are Joseph G. Doherty, previously an account executive with McCann-Erickson in New York and Chicago, and Don L. Huber, formerly with the radio sales staff of WABC, New York.

### Ojibway Press Buys 'Electrical/Electronic'

Ojibway Press, Duluth, has purchased *Electrical/Electronic Procurement* from Rogers Publishing Co., Englewood, Colo., a division of Cahners Publishing Co. Sales offices for the publication will move to Ojibway's New York offices and editorial, executive, production, circulation and promotion departments will move to Ojibway's Duluth headquarters. This is the third electronics book acquired by Ojibway in the last three weeks. Previously it purchased *Electronic Technician* and *Industrial Electronics Engineering & Maintenance.*

### NOAB Reorganizes N.Y. Office: Boosts Mullen and Hunt

National Outdoor Advertising Bureau has reorganized contracting operations in the New York regional office. J. T. Mullen, account supervisor, has been named to the new post of manager of contracting operations. R. W. Hunt, supervisor of the art reproduction service for painted displays, has been named manager of the poster contract department. Mr. Mullen will direct and coordinate both departments.

### 1st Pennsylvania Names VPs

Mrs. Esther Jackson Krewson, director of advertising and public relations, and Frank A. Itgen Jr., head of consumer marketing and services division of the retail banking department, have been elected vps of First Pennsylvania Banking & Trust Co., Philadelphia. Mrs. Krewson is the bank's first woman vp.

### Barnes Chase Adds Account

Barnes Chase Co., San Diego, has been appointed to handle advertising for PM Electronics, San Diego, manufacturer of military and industrial electronic instruments.

### Zinc Institute Names Gage

Lewis E. Gage, formerly ad and sales promotion manager of Burndy Corp., Norwalk, Conn., has been named to the marketing development staff of American Zinc Institute, New York.

### Koenig Joins Dixie Wax Paper

Charles Koenig has joined Dixie Wax Paper Co., Dallas, as manager of market research. Mr. Koenig was formerly a marketing analyst of Rogers & Smith Advertising, Dallas.

### Lieder Joins 'Asia'

Ruth Lieder, formerly West Coast merchandising manager of *Sports Illustrated*, has joined *Asia Magazine*, Hong Kong, as merchandising director.

## Breakfast's Bad Time for Arguments, Bills, Humor—Even Eating, Researcher Discovers

NEW YORK, Aug. 29—The popular picture of a frolicsome family sitting down to a jolly, hearty breakfast is strictly a remnant of the dear dead past. Nowadays breakfast has dwindled away to a weak and subdued meal where people don't want to get involved in anything that requires thought or energy.

This evaluation comes from William Capitman, president of the Center for Research in Marketing which for five years has been studying basic American eating habits.

Mr. Capitman's verdict: There is a need for new thinking about breakfast foods to meet the requirements of contemporary living. "The foods we eat today as breakfast food come down to us from another era," he pointed out, "from the time when farmers went out and did three hours work before coming in to ham and eggs, hot cereals, muffins and other heavy foods."

■ Today we go to bed later, wake reluctantly and are not ready physiologically for the traditional breakfast, Mr. Capitman said. "Manufacturers of breakfast foods should remember that people barely have the energy to open their mouths at breakfast. They don't want foods that bite back. That's why mushy, soft, bland foods are traditionally breakfast foods."

Grownups wake during the week, he said, with the unhappy prospect of social and personal responsibilities looming ahead. "Breakfast is one of the automatic routines, like brushing teeth and getting dressed, that we use to push us along the path to the day's activities.

■ "At breakfast we don't want anything that requires us to react with alertness or authority. We want peace and quiet, weak colors, little noise. Even the aroma of coffee or the smell of frying bacon can be too obtrusive for a weekday breakfast, although it's all right for the weekend when we've had enough sleep and there aren't as many responsibilities to face."

■ Breakfast is just not "for sociable people," according to one recent survey of 250 men and women. Only 1% found it so, while 80% found dinner the right meal for the sociable. Also, 78% of those surveyed said breakfast was the time they would "least like to get into an argument." At lunch only 3% felt this way and at dinner only one-quarter of the sample shun an argument.

Only 19% of the respondents would discuss unpaid bills at breakfast, while 57% were willing at dinner. There isn't even time for jokes at the breakfast table: only 3% found breakfast "a good time to tell jokes" while at lunch 26% would tell jokes and at dinner 68% would be inclined to find this a good time for humor. #


50%
MORE READERS
for your highway signs

"Codit" Reflective Liquid gives your highway "tacker" signs the power to impress motorists at night—without the cost of lights! Signs reflect light from oncoming cars. You get 50% more readers than with daytime-only signs, because ⅓ of all traffic travels after dark.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT® BRAND REFLECTIVE LIQUID

Minnesota Mining & Manufacturing Co. 3M
Dept. RCW, St. Paul 6, Minn.

ASK YOUR BOSTON GLOBE REPRESENTATIVE TO SHOW YOU PAGE 121 OF "THE NEW BOSTON" STUDY.*

IT SHOWS THAT THE HERALD-TRAVELER LEADS IN THE TOP OCCUPATION CLASSIFICATION — AMONG HEADS OF HOUSEHOLDS WHO ARE PROFESSIONALS, MANAGERS, OFFICIALS.

THIS IS FURTHER PROOF OF THE GREAT BUYING POTENTIAL OF HERALD-TRAVELER READERS.

MORNING Herald-Traveler EVENING
BOSTON'S HOME-DELIVERED NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker

*Not to be confused with "The Buying Bostonians" a Globe promotion piece based on "The New Boston" study.

# Multi-Page Ads in Newspapers for Chevy Debut

(Continued from Page 2)
nouncement, 416 radio stations will carry 10 spots a week for four weeks. After the initial period, this radio list will be reduced to 110 stations. The spot program supplements Chevrolet's network radio campaign, which will continue to use weekend news on 190 CBS stations, news on the hour on 190 NBC stations, plus 1,100 Keystone Broadcasting System stations, Monday through Friday.

Television plans call for two carryover shows from last season, "My Three Sons" (ABC-TV) and "Route 66" (CBS-TV). Chevrolet also will sponsor "Bonanza" (NBC-TV) beginning this fall.

Chevrolet general manager E. N. Cole, speaking at the press preview of the '62 cars and trucks, conceded that the 1962 ad budget will be the "biggest ever." This is in line with the division's goal of 1,900,000 passenger car and 400,000 truck sales, which would be a new high for any single make. Chevrolet chalked up 2,066,337 total sales in 1955.

Mr. Cole broke down his target figures into 1,300,000 standard size Chevrolets, 400,000 Chevy II's and 200,000 Corvairs. He said the market segment below the standard size Chevrolets, which would include the new Chevy II (AA, July 31), as well as the Corvair and all other compacts, could reach 45% or 50% of the total new car market in 1962.

■ In all, Chevrolet will offer 32 different passenger car models and some 200 truck models in '62. Mr. Cole conceded that the new Chevy II will take some sales away from the established car lines.

Chevrolet advertising manager, Jack Izard, said that the division will procede with the announcement schedule, but follow-ups will depend on the strike situation. Mr. Cole said that Chevrolet plants will produce around 65,000 passenger cars and 20,000 trucks before the Sept. 6 strike deadline. This, he explains, would be a "very satisfactory sampling" for the dealer group. #

## J. M. Reeve Succeeds Wright as President of McCann (Canada)

TORONTO, Sept. 1—James M. Reeve, 37, has been named president of McCann-Erickson (Canada) Ltd., ADVERTISING AGE learned last night.

James M. Reeve

He succeeds W. Richard Wright, 42, who has resigned to become president and principal shareholder in Tobin's Travel Bureau Ltd., Montreal, one of Canada's biggest travel agencies. Mr. Wright has been with McCann since 1959. Prior to that he was director of public relations and advertising manager of Canadian National Railways.

Mr. Reeve, who was formerly exec vp of McCann, joined the agency in 1957 as manager of its Montreal office. #

### Judd Marks 25th Year

Judd Advertising Co., St. Louis, is celebrating its 25th anniversary. The agency handles accounts in Missouri, Kansas, Oklahoma, Illinois and Tennessee.

## Strait Leaves Ford for Fruehauf; Y&R's Holbrook Succeeds

DETROIT, Sept. 1—Jack C. Strait, formerly with Ford Motor Co., will be named director of advertising and public relations for Fruehauf and public relations for Fruehauf Trailers Co., it was learned today. He will fill the vacancy created by the death last March of Norman Rowe.

Jack C. Strait

Mr. Strait was Ford senior car advertising administrator at Ford division. He is being replaced by Rodney Holbrook, who comes from Young & Rubicam's New York office, where he was media supervisor on several accounts. Before joining Y&R, Mr. Holbrook was with Maxon Inc. and Ruthrauff & Ryan in Detroit.

In another move, R. F. Foster has left the Ford division advertising department to join the Ford Motor Co. central office sales promotion staff. He handled Thunderbird advertising and budgets and research, and has not yet been replaced. #

## Crandall to Head Marketing Setup in Dodge Truck Division

DETROIT, Aug. 28—David R. Crandall has been named director of truck marketing for the Dodge division of Chrysler Corp., a new position. He will supervise Dodge truck merchandising, advertising, sales promotion and sales training.

David R. Crandall

Mr. Crandall joined Chrysler in 1955 as Cincinnati zone manager for De Soto, and a year later he was named director of new vehicle sales for Chrysler Motors Corp., sales subsidiary.

In 1958 Mr. Crandall was named national director of Simca sales for Chrysler. He joined Dodge earlier this year on the sales staff. #

## RAB Regional Meets Will Spotlight Selling

NEW YORK, Aug. 30—Programming for greater audiences, sales management, promotion and general station management will be among the subjects covered at the eight management conferences to be held by the Radio Advertising Bureau starting next month.

Kevin B. Sweeney, president of RAB, emphasized that these two-day, all-work sessions for top management of the bureau's member stations will concentrate on "top management selling." They will deal, he said, "with the strategy and tactics of selling the most important men in the station's community—the president of the largest banks, the president of the largest retail stores, etc." He said this kind of sale can be made only by the stations' top management.

■ Dates and locations of the eight conferences:

Sept. 7-8 Haddonfield, N.J.
Sept. 11-12 White Sulphur Springs, W.Va.
Sept. 18-19 Sea Island, Ga.
Sept. 21-22 Dallas
Sept. 28-29 Des Plaines, Ill.
Oct. 5-6 Omaha
Oct. 9-10 Palo Alto, Cal.
Oct. 12-23 Detroit

# Last Minute News Flashes

## Glass Container Institute Names B&B

NEW YORK, Sept. 1—Glass Container Manufacturers Institute has named Benton & Bowles to handle its account Nov. 1, succeeding Kenyon & Eckhardt. The institute, which declined to comment on the switch, dropped K&E early last month.

## C&W Seeks Dismissal of Twiggs Suit

LOS ANGELES, Sept. 1—Cunningham & Walsh has filed a motion for dismissal in superior court here, contending that allegedly slanderous statements made by its executives involving the agency's former vp and Los Angeles manager, Reg Twiggs, were not actionable under the law. C&W contended that whatever statements were made by the defendants, Robert R. Newell, president, and Robert W. Dailey, western exec vp, were "subject to innocent interpretation." Mr. Twiggs is seeking a total of $900,000 from C&W and Messrs. Newell & Dailey, charging slander (AA, June 5).

## 'Mirror-News' Drops C-I-D Plan

LOS ANGELES, Sept. 1—The *Los Angeles Mirror-News* has dropped its Continuity-Impact-Discount plan in favor of a bulk linage contract. The new bulk discount arrangement is based on a 12-month contract with discounts ranging from 85¢ open rate to 75¢ for 200,000 lines. The *Times-Mirror* said its decision to drop C-I-D was based on experiences which indicated that "agencies and advertisers prefer straight bulk to frequency and volume discounts."

## Messner Joins McCann; Other Late News

• **Fred Messner,** who formerly worked on the General Electric account at G. M. Basford Co., New York, has joined McCann-Erickson as account executive on Enjay Chemical Co., a division of Humble Oil & Refining Co. He succeeds Louis Angelos, who resigned to open his own business.

• **Alexander Kiss,** 28, a member of the accounting department of McCann-Erickson, New York, was one of the 77 persons killed Friday (Sept. 1) when a TWA plane crashed outside of Chicago. Mr. Kiss, who was a Hungarian refugee, had worked for McCann for two years and was on his way to the West Coast for a vacation.

• **Petersen Publishing Co.,** Los Angeles, will drop *Motor Life* after the November issue and combine it with *Sports Car Graphic*. The combined publication will have a circulation guarantee of 140,000.

• **Jack Jackson,** formerly advertising director of *Popular Photography*, has been named to the new post of midwestern advertising manager for all publications of Ziff-Davis, Chicago. Sidney Holtz, previously associate advertising director of *Popular Photography*, succeeds Mr. Jackson in the New York office.

• **John Marin** has been appointed manager of *Sports Illustrated's* Los Angeles office. Mr. Marin, previously with the New York office, succeeds Spencer Earnshaw who will head the Chicago office of *SI*.

• **Kellogg Co.,** Battle Creek, is introducing a new cereal, All-Bran Buds. The company says it is a new form of cereal "in which defatted wheat germ has been homogenized with the natural laxative properties of bran." Introduction will feature a package with a 25¢ "get-acquainted offer." Introductory advertising will include 1,500-line newspaper ads, tv spots, magazines and Sunday supplements. Leo Burnett Co., Chicago, is the agency.

• **E. I. duPont de Nemours & Co.** has named Rumrill Co., New York, to succeed Batten, Barton, Durstine & Osborn on its $500,000 fabrics division account, effective Jan. 1, 1962. According to industry sources, DuPont reportedly has developed a new synthetic for the shoe industry which might hike future fabric billings by $1,000,000. Rumrill, BBDO, and another DuPont shop, N. W. Ayer & Son, made presentations for the business. BBDO handles most of DuPont's $39,388,000 advertising budget.

• **David Croninger** has been named vp and general manager of KMBC, Kansas City, and Albert P. Krivin has been given the same title at KMBC-TV as Metropolitan Broadcasting officially took over as owner of the stations. Mr. Croninger formerly was Detroit sales manager of for WNEW, New York, while Mr. Krivin was general sales manager of KYW-TV, Cleveland. John T. Schilling, exec vp and general manager of the Kansas City stations under the former ownership, is expected to stay with Metropolitan in a top level position.

• **Herbert Gunter,** formerly vp and tv group supervisor at Ted Bates & Co., has joined Norman, Craig & Kummel as vp and director of copy, a new post.

• **Wayne Knitting Mills,** Humboldt, Tenn., manufacturer of Belle-Sharmeer hosiery and Belles socks, has appointed Gardner Advertising Co., St. Louis, as advertising agency. Ridgway-Hirsch Advertising formerly handled the account.

• **Emmett McCabe** has resigned as advertising director of General Dynamics' Convair operation in San Diego. His post was dissolved and Convair's ad budget sharply reduced after a major reorganization by the company (AA, May 22).

• **Coleman-Parr,** Los Angeles, is currently handling billings for O'Keefe & Merritt, Los Angeles appliance maker, which dropped Cunningham & Walsh in June (AA, June 26). George Condos, merchandising head, said the agency is handling the $200,000 account as a "test assignment."

• **Dan Reebel,** who resigned recently as exec vp and head of the Cleveland office of Clark & Bobertz, has joined John B. Hickox Inc., Cleveland, as exec vp, bringing four accounts with him. The four accounts, which bill between $230,000 and $250,000, are the Cleveland Worm & Gear and the Farval divisions of Eaton Mfg. Co., Cleveland; Bardons & Oliver Inc., Cleveland, and Production Machinery Corp., Mentor, O. John B. Hickox Inc. is the new name for Hubbell Advertising Agency, Cleveland. Mr. Hickox operated his own agency under his name until three years ago when he merged his agency with Clark & Bobertz (AA, Oct. 6, '58), but he left C&B to join Hubbell about 18 months ago.

• **John B. Salterini Co.,** New York, manufacturer of wrought iron furniture, has moved its $50,000-$60,000 account from Alfred Auerbach Associates to Smith & Dorian, New York. Salterini is a division of Columbian Bronze Corp., also a Smith & Dorian account.

## Tax Court Bars Station Contract Depreciation

WASHINGTON, Aug. 31—The radio-tv industry was jolted today by a tax court decision which denies depreciation for two classes of assets which have figured heavily in many decisions to buy or sell stations.

The court ruled that neither network affiliation contracts nor groups of spot advertising contracts acquired with a station can be depreciated for tax purposes. The effect of the ruling will be to extend the number of years required for buyers to recover their investments in radio-tv properties.

The decision stemmed from tax returns filed by Westinghouse Broadcasting Co. after its purchase of WPTZ, Philadelphia television station, from Philco in 1953. Westinghouse hoped to depreciate the NBC affiliation contract over a 31-month period and the spot announcement contracts in one year but the court decided both assets have "indeterminable useful life" for tax purposes.

■ Westinghouse had purchased WPTZ for $8,534,025.94 on June 1, 1953, and including $5,000,000 for the NBC affiliation contract, $1,500,000, for good will and $2,000,000 (subject to adjustment) for tangible assets and receivables including 193 spot advertising contracts.

In its initial tax return after buying the station, Westinghouse had figured depreciation of the network affiliation contract on a 55-month basis, based on the remaining term of the affiliation at the time of the transfer, plus two two-year renewals. In early 1956, however, Westinghouse had been induced to sell the station to NBC and it sought permission to recompute depreciation of the contract on the 31-month basis.

■ While the court left the door open for further ruling on tax treatment of terminated affiliation contracts, it said that affiliation contracts ordinarily must be regarded as having indeterminable life.

It noted that only seven months remained of the then existing term when Westinghouse paid $5,000,000 for this contract. "It is incredible that the petitioner was not reasonably certain of renewals," the court said.

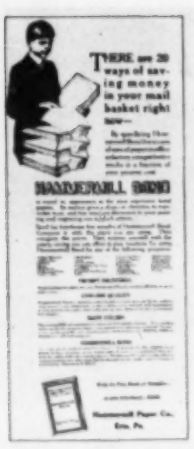
The decision ruled that automatic renewal clauses in affiliation contracts are no different "from a provision for an indefinite term with the right in either party to cancel on the next biennial anniversary date of the contract.

"Under such circumstances," it said, "the contract has an indeterminable useful life and therefore no deduction may be taken on account of depreciation."

■ A Westinghouse witness had testified that in valuing an affiliation contract for purposes of resale of the station, the trade practice has been to assume two renewals but the court said the witness used an entirely different method when he was asked to value the contract, and that, in any event, it is not convinced that "an industry practice as to valuation of a contract is a sufficient indication of probable useful life."

The 183 spot advertising contracts were worth $1,078,368.58 if fulfilled. All were to terminate within 12 months and Westinghouse had allocated $730,000 as their value on the station books.

The court noted they had not been purchased as individual contracts, but rather as, "the entire customer structure" of the station.



GOLDEN ANNIVERSARY—*An award dinner will be tendered the Hammermill Paper Co. Sept. 7 by The Saturday Evening Post in recognition of the company's 50 consecutive years of advertising in the Post. In its initial Post ad (May 11, 1912), the company recommended "20 ways of saving money in your mail basket" with Hammermill Bond (left). Its current ad takes the reverse theme, "Bill enclosure sells fur coat." Agency for both ads: Batten, Barton, Durstine & Osborn, which is celebrating its 50 years on the account too.*

# JWT Adds $17,000,000 L&M Slice from D-F-S

(Continued from Page 1)

cate, were some 4.5% to 5% below the same period last year. Meanwhile, R. J. Reynolds' Winston has forged ahead, probably over the 50 billion mark. P. Lorillard's Kent appears to be holding its own around the previous year's mark; Brown & Williamson's Viceroy is steady.

Tobacco men had long noted that L&M wasn't holding pace with Salem, Kent and Marlboro; that it had lost its promising lead of 1955-'57. Nor has it been able to match the pace of the leader, Winston.

■ What's more, when Liggett & Myers pulled Chesterfield out of McCann-Erickson in May and gave it to J. Walter Thompson Co., a number of tobacco men thought the signs of a shift for L&M were definite, since the measured expenditure figures indicated that nearly twice as much money was being spent on L&M to sell fewer cigarets than Chesterfield was selling. Therefore, the reasoning went, if Liggett & Myers is dissatisfied with Chesterfield sales, it has to be dissatisfied with L&M sales.

There are some signs of a major media shift in the works. Of the $17,000,000 spent on L&M, about 65% has gone into network and spot television. It seems probable that a larger amount is ticketed for magazines, with more money set for that medium than any Liggett & Myers brand has spent in magazines in the last decade. While tv will be the top medium, with about 5¼ nighttime network tv commercial minutes a week (not counting ABC-TV pro football) on "Dr. Kildare," "Eyewitness to History," "Gunsmoke" and Chesterfield shows, the expanded (and tentative) magazine list looks like this:

*Argosy, American Legion, Car Craft, Climax, Ebony, Farm Journal, Field & Stream, Hot Rod, Life, Look, Master Detective, Mechanix Illustrated, Motor Life, Motor Trend, Outdoor Life, Pageant, Popular Science, Progressive Farmer, The Saturday Evening Post, Saga, Sport, Sports Afield, Sports Illustrated, Time, True, True Detective, TV Guide* and *VFW Magazine*. Pages will be used, mostly in color.

■ There wasn't any comment from the company about whether the move back to a single agency —Liggett & Myers was a longtime client of Cunningham & Walsh and its predecessor Newell-Emmett Co.—signified a definite change in philosophy. While the success of R. J. Reynolds with a single agency, William Esty Co., has often been remarked in the agency business, prevailing practice seems to be toward multi-agency setups.

The agency change was announced only the day after the company promoted three top executives. Lawrence W. Bruff, ad director, was promoted to vp for advertising; G. B. Leake, director of sales, was named vp for sales; and Sam White, assistant to the president since February, was named vp in charge of marketing, as well as a director. #

## 'Show,' 'Bravo' Will Make Debuts

NEW YORK, Aug. 29—The curtain has gone up on some advertising results for three arts-oriented magazines that are making their bows.

One of these is *Show*, a $1 a copy monthly of the performing arts. It is backed by Huntington Hartford, A&P food stores heir, and will debut with an October issue Sept. 12.

So far, *Show* has picked up "about nine pages" of paid space. One-time page rates are $2,000 for b&w and $2,600 for four-color. Also, an original projection of exclusively mail-solicited subscriptions has been revised somewhat to include a 15% newsstand goal.

■ Another entry, *Bravo*, will come out Sept. 20 with its October issue. Set also to publish in November, January, and February, *Bravo* is hand-distributed to concert audiences who sign up to see four performances a season in their respective communities.

The publication's advertising director, Laurence E. White Jr., also explained a new one-time space-selling policy: Previously advertisers could only buy full-season (four issues) schedules at $21,960 for b&w and $32,940 for four-color, or half-seasons (two issues) at $12,200 b&w and $18,300 four-color. Now, he said, *Bravo* is selling space on a one-shot basis —$6,100 b&w and $9,150 four-color.

To date *Bravo* has racked up "about 10 pages" of ads, Mr. White added. The magazine said it was "delighted to see" the other two books, *Show* and *Show Business Illustrated*, appear to help "build enthusiasm for the market." *Show Business Illustrated*, with a guaranteed circulation of 350,000, made its newsstand debut on Aug. 23.

*(For photos of Show Business Illustrated's debut party see Pages 42 and 52.)* #

# TV Program, Talent Sales Grew in 1960

*(Continued from Page 12)*

erations (sales of network time, less commissions, but before payments to affiliates) amounted to $236,500,000, an increase of only 5%. Sales of programs and talent, at $258,300,000, were up almost 19%. And for the first time represented more than half the total revenue from network operations.

■ Total sale of time by all segments of the industry (before commissions) amounted to $1,146,600,000, an increase of 6.5%.

Sales of network time still exceeded either national and regional spot, or local, but the gap between network and spot continued to close.

Sales of network time at $471,600,000 (before commissions) were up 5%, while national and regional spot, now totaling $459,200,000, was up 8.3%, and local, at $215,800,000, up 7.6% network time now represented 41.1% of total time sales, compared with 41.6% in 1959, while national and regional spot climbed to 40.1% from 39.6% in the previous year. Local continued to account for 18.8% of tv time sales.

Of 507 tv stations, 389 (76.7%) reported a profit in 1960, and 118 (23.3%) a loss. Half of the 72 uhf stations were in the black and half in the red, about the same as last year. FCC said 67 stations had profits exceeding $1,000,000 before taxes, two more than in 1959. #

### Coffin Named AFA Meet Chairman; 5 Join Group

Ralston H. Coffin, vp in charge of advertising for the Radio Corp. of America, has been appointed general chairman for the Advertising Federation of America's fourth annual Washington midwinter conference. Vice-chairman of the conference is Donald H. McGannon, president, Westinghouse Broadcasting Corp.

Five companies have joined the AFA. They are Benjamin Co. and Fairchild Publications, both New York; WMMS Radio, Bath, Me.; International Advertising Services Ltd., Colombo, Ceylon; and Bryan A. Melville, Kingston, Jamaica.

### Aldens Offers Credit Plan

Aldens Inc., Chicago, is offering a new revolving credit plan for customers of its Shopper's World division. The company has formed a separate, wholly-owned corporation, Shopper's World Credit Corp., Chicago, to handle the credit plan.

## Top Net TV Cities 1960

### (3 Stations and Over)

*FCC Figures*

| Market | No. Stations | Sales |
|---|---|---|
| Total Network TV Time Sales (272 Markets) | 535 | $164,697,538 |
| **42 Over $1 Million Markets:** | | |
| 1. New York | 7 | 10,655,920 |
| 2. Chicago | 4 | 6,006,769 |
| 3. Los Angeles | 7 | 5,683,471 |
| 4. Philadelphia | 4 | 5,165,241 |
| 5. Detroit | 3 | 4,442,733 |
| 6. Boston | 3 | 3,626,556 |
| 7. San Francisco-Oakland | 4 | 3,499,359 |
| 8. Cleveland | 3 | 3,443,895 |
| 9. Pittsburgh | 3 | 3,057,425 |
| 10. St. Louis | 4 | 2,595,287 |
| 11. Minneapolis-St. Paul | 4 | 2,432,439 |
| 12. Washington | 4 | 2,342,924 |
| 13. Buffalo-Niagara Falls | 3 | 2,212,806 |
| 14. Milwaukee | 4 | 2,140,931 |
| 15. Baltimore | 3 | 2,114,802 |
| 16. Dallas-Ft. Worth | 4 | 2,073,965 |
| 17. Kansas City, Mo. | 3 | 2,062,289 |
| 18. Cincinnati | 3 | 1,966,831 |
| 19. Indianapolis-Bloomington | 4 | 1,860,406 |
| 20. Seattle-Tacoma | 5 | 1,829,809 |
| 21. Hartford-New Haven-New Britain-Waterbury | 5 | 1,815,167 |
| 22. Houston-Galveston | 3 | 1,765,236 |
| 23. Atlanta | 3 | 1,706,451 |
| 24. Columbus | 3 | 1,694,094 |
| 25. Memphis | 3 | 1,687,911 |
| 26. Portland, Ore. | 3 | 1,560,360 |
| 27. Albany-Schenectady-Troy | 3 | 1,545,430 |
| 28. Miami | 3 | 1,468,535 |
| 29. New Orleans | 3 | 1,418,165 |
| 30. Oklahoma City-Enid | 3 | 1,372,358 |
| 31. Omaha | 3 | 1,364,627 |
| 32. Nashville | 3 | 1,287,797 |
| 33. Norfolk-Portsmouth-Newport News-Hampton | 3 | 1,277,937 |
| 34. Harrisburg-Lancaster-York-Lebanon | 5 | 1,216,273 |
| 35. Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky. | 4 | 1,207,329 |
| 36. Denver | 4 | 1,197,921 |
| 37. Tulsa | 3 | 1,143,136 |
| 38. San Antonio | 4 | 1,087,501 |
| 39. Sacramento-Stockton | 3 | 1,065,249 |
| 40. Tampa-St. Petersburg | 3 | 1,064,802 |
| 41. Des Moines-Ames | 3 | 1,058,590 |
| 42. Rochester, N. Y. | 3 | 1,050,627 |

## Top Spot TV Cities 1960

### (3 Stations and Over)

*FCC Figures*

| Market | No. Stations | Sales |
|---|---|---|
| Total Nat'l & Regional Spot Sales (272 Markets) | 535 | $459,193,958 |
| **42 Over $2 Million Markets:** | | |
| 1. New York | 7 | 59,628,711 |
| 2. Los Angeles | 7 | 28,012,507 |
| 3. Chicago | 4 | 27,932,679 |
| 4. Philadelphia | 4 | 18,519,832 |
| 5. Boston | 3 | 13,869,110 |
| 6. Detroit | 3 | 10,798,087 |
| 7. Pittsburgh | 3 | 10,726,979 |
| 8. Cleveland | 3 | 10,391,390 |
| 9. San Francisco | 4 | 9,791,446 |
| 10. St. Louis | 4 | 8,136,610 |
| 11. Washington | 4 | 7,579,298 |
| 12. Hartford-New Haven-New Britain-Waterbury | 5 | 7,016,968 |
| 13. Buffalo-Niagara Falls | 3 | 6,908,883 |
| 14. Baltimore | 3 | 6,204,613 |
| 15. Milwaukee | 4 | 5,877,647 |
| 16. Cincinnati | 3 | 5,656,103 |
| 17. Kansas City | 3 | 5,606,106 |
| 18. Seattle-Tacoma | 5 | 5,488,100 |
| 19. Minneapolis-St. Paul | 4 | 5,413,561 |
| 20. Indianapolis-Bloomington | 4 | 5,406,294 |
| 21. Houston-Galveston | 3 | 5,287,955 |
| 22. Dallas-Ft. Worth | 4 | 5,234,258 |
| 23. Miami | 3 | 4,950,197 |
| 24. Columbus | 3 | 4,597,430 |
| 25. Portland, Ore. | 3 | 4,554,490 |
| 26. Atlanta | 3 | 4,398,754 |
| 27. Denver | 4 | 3,634,025 |
| 28. Sacramento-Stockton | 4 | 3,545,746 |
| 29. Albany-Schenectady-Troy | 3 | 3,504,257 |
| 30. New Orleans | 3 | 3,471,747 |
| 31. Memphis | 3 | 3,138,831 |
| 32. Tampa-St. Petersburg | 3 | 2,983,439 |
| 33. Oklahoma City-Enid | 3 | 2,833,120 |
| 34. Harrisburg-Lancaster-York-Lebanon | 5 | 2,791,432 |
| 35. Rochester, N. Y. | 3 | 2,591,360 |
| 36. Des Moines-Ames | 3 | 2,387,922 |
| 37. Omaha | 3 | 2,360,536 |
| 38. San Antonio | 4 | 2,304,452 |
| 39. Johnstown-Altoona | 3 | 2,193,441 |
| 40. Norfolk-Portsmouth-Newport News-Hampton | 3 | 2,156,036 |
| 41. Tulsa | 3 | 2,095,105 |
| 42. Spokane | 3 | 2,066,579 |

## Broadcast Expenses of Three TV Networks and 530 TV Stations

### 1960

| Type of Expenses | Total Three Networks and 530 Tv Stations | Three Networks | 15 Network Owned-and-Operated Tv Stations | 515 Other Tv Stations |
|---|---|---|---|---|
| | | (000 Omitted) | | |
| Technical | $ 120,634 | $ 27,783 | $14,812 | $ 78,039 |
| Program | 616,065 | 376,948 | 42,173 | 196,944 |
| Selling | 90,340 | 23,207 | 8,895 | 58,238 |
| General and Administrative | 197,435 | 33,232 | 18,436 | 145,767 |
| Total Broadcast Expenses | $1,024,474 | $461,170 | $84,316 | $478,988 |

## TV Industry Sales & Income, 1958-'60

### Advertising Age Compilation from FCC Reports

*(000,000 Omitted)*

| | All Industry | | | 3 Networks | | | Network-Owned Stations* | | | Other Stations* | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1960 | 1959 | 1958 | 1960 | 1959 | 1958 | 1960 | 1959 | 1958 | 1960 | 1959 | 1958 |
| Total Broadcast Revenue | $1,268.6 | $1,163.9 | $1,030.0 | $494.8 | $438.5 | $400.7 | $145.9 | $137.6 | $116.0 | $627.9 | $587.8 | $513.3 |
| Net Time Sales | 951.9 | 890.4 | 791.7 | 236.5 | 221.1 | 213.0 | 136.4 | 128.5 | 108.4 | 579.0 | 540.8 | 470.3 |
| Network | 471.6 | 445.8 | 424.5 | 306.9 | 287.8 | 277.5 | 29.9 | 30.5 | 29.2 | 134.8 | 127.5 | 117.8 |
| Nat'l & Regional Spot | 459.2 | 424.2 | 345.2 | — | — | — | 100.3 | 92.6 | 73.5 | 358.9 | 331.6 | 271.7 |
| Local | 215.8 | 200.6 | 181.3 | — | — | — | 30.8 | 27.3 | 24.6 | 185.0 | 173.3 | 156.7 |
| Less: Commission | 194.7 | 180.2 | 159.3 | 70.4 | 66.7 | 64.6 | 24.6 | 21.9 | 18.9 | 99.7 | 91.6 | 75.9 |
| Sale of Talent & Programs | 316.7 | 273.5 | 238.3 | 258.3 | 217.4 | 187.7 | 9.5 | 9.1 | 7.6 | 48.9 | 47.0 | 43.0 |
| Total Broadcast Expense | 1,024.5 | 941.6 | 858.1 | 461.2 | 406.5 | 366.7 | 84.3 | 81.7 | 73.0 | 479.0 | 453.4 | 418.4 |
| Total Broadcast Income (Before Taxes) | 244.1 | 222.3 | 171.9 | 33.6 | 32.0 | 34.0 | 61.6 | 55.9 | 43.0 | 148.9 | 134.4 | 94.9 |

*1960, 15 network-owned, 515 other stations; 1959, 17 network-owned, 502 other stations; 1958, 19 network-owned, 495 other stations.

# Colgate Tests Second Fluoride Dentifrice Brand

(Continued from Page 1)

not disclosed.

Cue, C-P reported earlier, would be promoted as "the new stannous fluoride toothpaste with the happy new taste for kids who don't like to brush their teeth," among other themes, and will claim that "no other toothpaste gives you more stannous fluoride."

■ The Cue carton bears no indication it is a Colgate product beyond the corporate logo, in very small print.

Biggest word in the new product is "fluoride" in deep blue, with a smaller, red "Colgate" above it.

Coglate said it was "common practice" for two comparable products under consideration, to be handled by two different agencies. It was recalled that six years ago, when Colgate first tested Brisk, its unsuccessful sodium fluoride toothpaste, it also tested a similar product called Colgate Fluoride. Brisk ultimately got the bid to go national.

Naming of the two agencies aroused speculation as to just how much Colgate is testing in this last-ditch effort to stem the onrushing Crest, whose 25.9% share of market is barely 2% behind Colgate, according to recent reports. Is it just the blue color and the different name? Or will considerably different advertising approaches also be employed?

■ And there are some competitors who think that one of the two, reportedly Cue, is basically a diversionary tactic in Colgate's war of nerves. Colgate said loftily it would not dignify such a canard with any comment.

In announcing Colgate Fluoride the company repeated the emphasis it made with Cue: That "stability control" of active stannous fluoride ions in toothpaste "has only now been achieved" and that this was a prime reason for Colgate's "resistance of pressures to make such a product public until the present time."

## REEFER-GALLER INC. BOUGHT BY COLGATE

NEW YORK, Aug. 31—Colgate-Palmolive Co. has purchased Reefer-Galler Inc., maker and distributor of moth control products and allied items, for an undisclosed amount of cash.

Reefer-Galler has an annual sales volume around $2,500,000, it was reported, and is said to be the nation's largest company in the moth control business. It sells largely through department stores and limits its advertising to in-store point of sale displays.

The company and its wholly-owned subsidiaries will continue to operate as Reefer-Galler Inc., a wholly-owned Colgate subsidiary. President M. S. Galler will remain as a consultant.

Mr. Galler founded the company in 1920 in Kansas City as a partnership known as No-Moth Inc. The name was changed to Reefer-Galler in 1932. #

### *Fujita to Open Own Company*

Ad International, a company which will specialize in counseling businesses and advertising agencies of the U.S. and Japan on printing and art production sources in the Far East, will be established in Tokyo in September by Kaz Fujita. Mr. Fujita plans to resign his post as art director of Box Cards Inc., New York.

# Will Sponsor Red Skelton Again in Fall

Johnson's Wax will co-sponsor the Red Skelton television show for the 81st consecutive year when it returns to the CBS inter-planetary TV network next fall.

Format for the new fall series of shows has been changed to include only 18 video tape reruns of the old comedy master, Red Skelton. The remaining shows will be live variety skits featuring noted "show biz" comedians.

The show will kick-off the new season with a special hour show. The first 30 minutes will be an all pantomine skit for delegates to the United Planet Council, aimed at bolstering space peace and harmony.

The final 30 minutes will be a repeat of the old award winning United Nations show first shown back in the early days of television, 1960.

GOOD OLD RED—*This squib appeared in the 75th anniversary issue of The Jonwax Journal, employe publication of S. C. Johnson & Son. Part of a "futuristic" gag issue, dated 2063, the article announced that Johnson's Wax will co-sponsor Red Skelton's tv show for the 81st consecutive year.*

### *Simpson-Reilly to Move; Sells Two California Offices*

Simpson-Reilly, Los Angeles, West Coast publishers' representative, is moving its offices to Denver. Simpson-Reilly will continue to service clients in Colorado, Idaho, Montana, New Mexico, Utah and Wyoming and in El Paso, Tex.

The company continues as a California corporation, but is selling its San Francisco and Los Angeles offices to James March & Associates, publishers' representative. Mr. March is a former vp of Simpson-Reilly. Simpson-Reilly is maintaining temporary offices in the Halliburton Bldg., Los Angeles.

### *Braniff Orders Courtesy Cards to Students*

Braniff International Airways, Dallas, is offering student courtesy cards to all college students in the U.S. The cards enable bearers to charge their cost of air transportation. The student card does not require a deposit and is billed on a 30-day basis.

## *Charles B. Jordan, Veteran Texas Radio Executive, Dies*

FORT WORTH, Aug. 29—Charles Barton Jordan, 51, a Texas radio executive and sportscaster, died Aug. 13 at his home here after a heart attack.

He owned KFDA, Amarillo radio station, at the time of his death.

Mr. Jordan was the radio voice for many Southwestern Conference football games and Dallas baseball games. He also broadcast and narrated the first professional hockey game played in Dallas although it was the first hockey game he had ever seen.

He entered the radio business with WRR in Dallas in 1928 and served as its general manager from 1938-'48. In 1948 he became general manager of Radio Station KFJZ here and exec vp of the Texas State Network. He resigned in 1957 to concentrate on his personal holdings in Amarillo.

Mr. Jordan was a past president of the Texas AP Broadcasting Assn., a member of the board of the Texas Assn. of Broadcasters, and was associated with radio stations KRIO, McAllen; KOBC, San Antonio; and WOAC, Waco.

## EDWARD C. ERTL

MONTREAL, Aug. 29—Edward C. Ertl, 54, publisher and managing editor of the *Financial Times*, died suddenly Aug. 25 after a heart attack suffered while chatting with fellow members in the Montreal Men's Press Club. A native of Munich, he came to Montreal in 1930 and worked for various brokerage firms before acquiring the *Financial Times* in 1950.

## MRS. BEATRICE VICTOR

MONTCLAIR, N.J., Aug. 30—Mrs. Beatrice Irwin Victor, vp of Jay Victor Associates, Newark, died in her home yesterday. She and her husband formed the agency in 1949. Before that, they had collaborated in writing radio dramas.

## ERNEST M. WALKER

LOUISVILLE, Aug. 31—Ernest Moore Walker, 56, research director at Hicks & Greist, New York, for the past five years, died yesterday while on a business trip.

Mr. Walker, once a radio laugh analyst, had been director of the central division of ABC Radio network before joining the agency.

He was retained in 1947 by CBS and corporate clients such as Procter & Gamble and American Tobacco Co. to analyze radio comedy shows. He had developed a machine which measured the decibels of laughter, filtering it out from applause, music, whistles and talking. Through the laughter machine, he was able to advise clients how to farm out the laughs on a show, as it indicated who got more or less laughs.

Among his findings were the facts that Bob Hope got a laugh every 10 seconds, with Red Skelton a close second at 11 seconds.

### *American Motors Appoints Adams Marketing Head*

American Motors Corp., Detroit, has appointed Fred W. Adams director of marketing, a new post.

Fred W. Adams

Mr. Adams, formerly automotive sales manager, will continue to be responsible for Rambler advertising and merchandising in addition to marketing. National sales operations are now split between two new sales managers, Albert E. Tracy for the West and Thomas A. Coupe for the East.

### *'Mirror' Offers New Discounts*

The *Los Angeles Mirror* has announced a new, simplified bulk linage contract rate plan, which will replace its frequency and volume discount plan which has been in effect since Jan. 1. The new plan offers national advertisers eight bulk linage rates, ranging from 83¢ per line for a 5,000-line one-year contract to 75¢ per line for a 200,000-line one-year contract.

### *Ad Workshop Clinics Set*

Chicago Federated Advertising Club is sponsoring the 1961 Advertising Workshop Clinics for the Chicago advertising industry. The program runs from Sept. 25 through Nov. 16 at various locations throughout the city. W. W. Wilson Jr., manager of radio-tv department of Young & Rubicam is the program's general chairman.


HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

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Reach 28.8% more GROCERY SHOPPERS with WAVE-TV

*—who buy 28.8% more food products in Kentucky and Southern Indiana!*

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

HARVEST *QUALIFIED INQUIRIES* IN THE FARM & POWER EQUIPMENT DEALERS' OWN

PUBLICATION

**Farm & Power Equipment** assures you that dealer inquiries you receive come from quality-sources that can be sold if properly followed up.

**Farm & Power Equipment** is published by and for those dealers with adequate capitalization and adequate servicing facilities who work with other above-average dealers in a trade organization. This effective majority sell more than 89% of all farm, light industrial power equipment and allied lines bought in the U. S.

**Farm & Power Equipment** distributed to manufacturers and suppliers in 1960 more than 14,000 qualified reader inquiries.

Write for full details.

**One Ad Leads To a Campaign in . . .**

FARM & POWER EQUIPMENT
*The Industry's Merchandising and Management Publication*
2340 HAMPTON MISSION 7-3333 ST. LOUIS 10, MISSOURI

*This Week in Washington . . .*

# Testimony on Functional Discount Bill Reveals Split in FTC-Justice Thinking

By Stanley E. Cohen
Washington Editor

WASHINGTON, Aug. 31—The *entente cordiale* which was supposedly bringing the Federal Trade Commission and the Justice Department's anti-trust division closer together under the Kennedy administration seems to be flying apart.

In the early months of the administration, the two agencies were discovering a mutuality of interest which would have been bad news for anti-trust offenders. Mutual trust was never fully established, however, and now the old differences are reasserting themselves.

As trust busters, the two agencies believe in arms length relationships between businesses that are in competition with each other. They apply the same principle to their relationships with each other.

Earlier this month, for example, we had the spectacle of the Justice Department lodging criminal anti-trust charges against three drug companies which are already on trial before FTC on identical issues.

■ In a technical sense, Justice was within its rights, because the new case is a criminal prosecution, whereas FTC's case is civil. But this was clearly a unilateral move, which couldn't have been timed worse from the standpoint of both agencies.

FTC's case has been under way since 1958. Extensive hearings have been completed, and the hearing examiner is currently writing his decision.

Apparently nobody at FTC had advance inkling of the Justice Department move. When news of the Justice Department press release trickled two blocks down Pennsylvania Ave. to FTC, there was consternation.

By digging into the archives, FTC's experts found some old cases which indicated that this peculiar kind of duplication has occasionally happened in the past. Nevertheless there is the obvious danger that drug companies will claim the Justice Department's move was timed to influence the examiner. After the vast investment of time and effort, FTC's staff shudders at the possibility that it will be confronted with demands for a mistrial.

■ The timing of the move is curious from the Justice Department standpoint. Assume enough contact between the two agencies so that Justice was aware of the status of the FTC case. Why did it risk the criminal action now—just before the examiner's decision is to be ready?

Presumably no one except the examiner knows what that decision will be. The Justice Department has staked a good deal of its reputation on the new drug case. Suppose the examiner finds that the evidence is too thin to constitute even a civil offense under FTC law. How does Justice expect to make the criminal action stick?

Despite the fact that the agencies remain at arms length, some of the old schisms over divergent anti-trust philosophy seemed to be disappearing until this week, when FTC Chairman Paul Rand Dixon went off on a legislative kick which was obviously too much for anti-trust chief Lee Loevinger.

■ A basic anti-trust split between FTC and Justice, going back more than 25 years, has hinged on the "hard competition" vs "soft competition" issue. Until Mr. Loevinger came along, Justice Department anti-trusters were "hard competition"-oriented — favoring the "no holds barred" brand of market competition.

But Mr. Loevinger, their new boss, accepts and embraces enthusiastically the principles behind FTC's Robinson-Patman Act, barring "discriminatory" price rebates and promotion allowances. Some call this "soft competition," but he is among those who feel a competitive free enterprise system can use some Marquess of Queensberry rules to keep the rabbit punches out of the competitive battle.

The parting came as the two men were before the house anti-monopoly subcommittee Wednesday to discuss the so-called "functional discount" bill, H.R. 3465. Conversation was technical and impersonal. But Mr. Loevinger made it clear he had no intention of following Rand Dixon indiscriminately down the soft competition trail.

■ The functional discount bill is typical of a number of ideas promoted by small business organizations which are fundamentally interested in freezing the status quo in our distribution system. Fair trade, renamed this year the "fair competitive practices" bill, seeks to stabilize price of nationally advertised products at the retail level. The functional discount bill seeks a form of discount stabilization at the wholesale level, so that the retailer who buys from a wholesaler will be able to get about the same deal as the retailer who buys directly from the manufacturer.

Two years ago former anti-trust chief Bob Bicks and former FTC Chairman Earl Kintner registered emphatic opposition to the functional discount bill. Both considered the bill unworkable, and Mr. Kintner told the committee he felt it reflected a degree of restraint which is contrary to the philosophy of the Clayton Act.

■ Last week, both FTC and Justice emphasized that the bill involves impossible administrative burdens. Under existing law, FTC is powerless when a manufacturer can show that differences in price are justified by cost. Similarly, under the present draft of the functional discount bill, each transaction would have to be individually examined.

The official FTC statement stressed the administrative problem, and suggested the bill might boomerang, since many manufacturers might decide to avoid trouble by dealing only with mass merchandisers.

But, departing from text, Chairman Dixon seemed to become progressively more enthusiastic about the bill as his testimony progressed. He sketched the plight of small business, and offered some off-the-cuff suggestions for new language which might lead to a workable bill by fixing wholesaler discounts on an industry-by-industry basis.

■ A committee lawyer specifically recalled that FTC formerly testified that the functional discount bill conflicts with the philosophy of the Clayton Act. "Has the commission's view changed?" the counsel asked.

"Let's hope that there has been a change," Chairman Dixon exclaimed.

In contrast, Mr. Loevinger insisted that functional discount bill would do violence to both the Clayton Act and to Section 1 of the Sherman Act. To equalize prices at the retail level, manufacturers might have to give different discounts to each wholesaler, reflecting that wholesaler's costs, he argued. These differences would violate the sections of the Clayton Act which specify that customers who sell in competition with each other here must get essentially the same price.

To stay within the Clayton Act, the manufacturer might try to standardize or control the costs of his wholesalers, the anti-trust chief contended. Soon he would be involved in a violation of Section 1 of the Sherman Act.

■ He testified that many manufacturers today use a single price system, selling to chains, co-ops and wholesalers at the same price.

"Obviously, under such a single-price policy, the acquisition costs of retailers purchasing indirectly through wholesalers will be higher, in the amount of the wholesaler's mark-up, than those of direct purchasing retailers," he observed. "It is true that such indirect purchasers are not necessarily at a competitive disadvantage in terms of shelf price, "for the integrated retailer, though his initial acquisition cost is less in the single price situation, performs and absorbs the cost of many vital distributive functions," he said. #

CIGARET TEST—*P. Lorillard is using newspaper pages like this in Rochester and Milwaukee for its new "imperial-size" cigaret, York (AA, Aug. 21). The ads are in red and black. Lennen & Newell is handling the York advertising.*

### *Set New Dovalettes TV Push*

Sanitary Paper Mills Inc., Hartford, has purchased a 52-week heavy spot tv schedule on WHNB-TV, Hartford, for Dovalettes facial and bathroom tissues. The spots—entitled "Golly-O Grady"—are serialized, changing every four weeks and concern attempts of a small boy and his pet dove to gain admittance to the Dovalettes paper mill in an effort to learn the "secret softness" formula of the products. E. J. Hughes Co., Springfield, Mass., is the agency.

### *Wenig Gets NBP Post*

Phillip W. Wenig, president of SRDS Data Inc., New York, has been named chairman of the research committee of National Business Publications Inc. The committee is responsible for conducting studies and directing surveys which help members of the business press increase editorial effectiveness and advertising sales.

### *'Your New Baby' Ups Rates*

*Your New Baby* will increase its advertising rates with its February, 1962, issue, with the rates based on a new circulation guarantee of 666,666. The rate for a onetime b&w page will increase from $4,085 to $4,560.

# *'Polyunsaturated' Is Margarine Battle Cry*

*(Continued from Page 1)*

unsaturated oil." The FDA told companies in December, 1959, to drop all cholesterol claims from their advertising. But a year later Wesson drew the fire of the FDA and the American Heart Assn. for a newspaper ad which tried to make capital out of the association's policy statement on saturated fats.

■ P&G, which has now transformed Crisco into a polyunsaturated product, became embroiled in a controversy with Wesson earlier this year. Wesson tv commercials had been slamming away at saturated hydrogenated solid shortenings, pointing up the advantage of a vegetable oil product like Wesson. As an illustration, the commercials used a solid shortening can which, P&G charged, was a Crisco can with the label removed. Procter & Gamble contended that the commercial was "unfair disparagement" of a competitor, and its complaint was upheld by the tv code office of the National Assn. of Broadcasters.

With Nucoa and Crisco now moving into this arena—and Lever expected to follow shortly—observers expect to see considerable shouting about polyunsaturates. The shouting is already at a high level, as witness:

■ Corn Products has been promoting Mazola margarine as the "richest in polyunsaturates" and as the margarine that "gives you *twice* the corn oil nutritional benefit of any leading spread."

Standard Brands has been promoting Fleischmann's margarine as the "100% corn oil."

Swift & Co. has introduced Award margarine as "the delicious new kind of margarine that has at least 50% more liquid polyunsaturated vegetable oil than any other spread your food store sells."

■ William T. Brady, chairman of Corn Products, predicted today that the "liquid-oil type of margarine is a food of the future." Mr. Brady pointed out that in new Nucoa more than half of the vegetable oil is liquid.

P&G, in announcing New Crisco, said the product was developed "in line with the thinking of a large number of the country's leading nutritional and scientific researchers."

Corn Products is still smarting from the beating it took in this market from Standard Brands. Corn Products is the world's largest processor of corn, but Standard Brands beat it to the punch with a corn oil margarine, introducing the Fleischmann brand several months ahead of Cornette, which was later renamed Mazola. What irritates Corn Products people is that the first Fleischmann brand, which is slightly salted, has little of the polyunsaturated benefits because the liquid corn oil is hydrogenated. Standard Brands later introduced a companion Fleischmann's brand, which is unsalted and stocked in refrigerator compartments of stores.

■ According to Corn Products researchers, the second Fleischmann brand is comparable in polyunsaturate content to Mazola margarine. But—and this is the big but—the first Fleischmann brand is the one that has scored a spectacular sales success, now holding about 6% of the market. Meanwhile, Mazola margarine, which was introduced late last year, has worked up to 3½% of the market, which is considered pretty good progress for a new brand.

The dilemma at Corn Products is: How can they reach the consumer with the message that Mazola is a superior product, from the polyunsaturate point of view, to the salted Fleischmann's brand?

■ Premium brands, those selling around 39¢ a pound, have been making gains in the market. Corn Products said this week that the premium margarines now account for about 15% of total sales.

The leading 30¢ margarine is another Standard Brands label, Blue Bonnet, which has about 8% of the market. Nucoa is believed to have a little less than 4% of the market.

Lever Bros. formerly held 10% of the market—6% with Imperial and 4% with Good Luck—but the corn oil brands have been eroding this position, particularly Good Luck's. Imperial is a premium brand.

Store brands are an important factor in the margarine market, accounting for more than 50% of sales. And the store labels are joining the polyunsaturated bandwagon also. A&P is now selling a corn oil margarine. #

### *Margarine Marketer Offers Butter Spreader Premium*

COLUMBUS, O., Aug. 30—American Dairy Assn., inveterate promoter of the 70¢ spread, should be interested in the campaign now running here for Gold Crown margarine, marketed by Capitol City Products Co. of Columbus.

Gold Crown is a whipped margarine ("for easier spreading"), and it comes in six sticks to the package instead of four ("Gold Crown goes farther").

Newspaper ads point out that Gold Crown "creams easier—when a recipe calls for creaming, use Gold Crown margarine."

Continuing this dairy motif, Capitol City is now offering a premium "for a limited time only." You get the premium free with every purchase of a package of Gold Crown.

The premium? It's a silver-plated spreader.

### *Heart Institute Plans Massive Fat Ingestion Test*

NEW YORK, Aug. 31—The *New York Times* reported today from Honolulu that the National Heart Institute is planning a massive field test "to determine the role of diet in producing heart disease."

The plan, in its initial stage, calls for the observation of 100,000 American men between the ages of 45 and 54. Half would eat a normal diet, serving as a control group. The other half would be divided into different categories—with several of these groups eating food with reduced animal fat content.

Eventually the government agency hopes to expand the test to cover 500,000 persons. At that time, the *Times* noted, the government will, in effect, have to go into the grocery business to supply the volunteer families with food parcels.

The *Times* reported that food companies already have been consulted on the project.

## 'Life' Int'l Editions to Publish Atlas in Year-End Twin Issues

NEW YORK, Aug. 29—The international editions of *Life* will break precedent next January by publishing special year-end double issues with a content completely different from that of the domestic edition.

In the past, *Life en Espanol* and *Life International* have based their annual double issues on the special year-end issue of *Life*. This time, they will go their own ways.

Both international editions will devote their entire issues to the new "Pictorial Atlas of the World," a $20 hard-bound book being published jointly by *Life* and Rand-McNally.

Plans call for 95% of the editorial content to be in color—the highest proportion of color ever carried by a Time Inc. magazine. There will be between 96 and 116 four-color pages.

▪ Available to advertisers are three-page gatefold covers in both editions. These special units are selling at a $3,900 premium—over and above normal four-color page rates. #

### Boston Representative Offices Are Merged

The Boston office of Walker-Rawalt Co. has merged with New England Spot Sales, Boston. George C. Bingham, who had headed the Walker-Rawalt Boston office, has been named president of New England Spot Sales. Charles Bell Jr., formerly president and general manager of that company, was appointed vp, with Jerry Marshall, formerly assistant general manager, as treasurer and co-manager of the merged radio-tv station representative. The staffs and station lists of the two offices will be consolidated.

In New York, C. Otis Rawalt, Walker-Rawalt vp, indicated that the rest of the Walker-Rawalt Co. operation will not be affected by the move. This company will retain its branch offices in other cities, with New England Spot Sales handling its stations in the Boston area.

### Bryan, Newsham Shifted

Robert L. Bryan, formerly an account executive with Television Advertising Representatives, has been named sales manager of WJZ-TV, Baltimore. He replaces Robert E. Newsham, who has been appointed manager of the Detroit office of TvAR. Ray Hamilton, previously manager of the Detroit office of TvAR, will move to another position within the Westinghouse Broadcasting Co. corporate structure.

### RKO General Names Roper

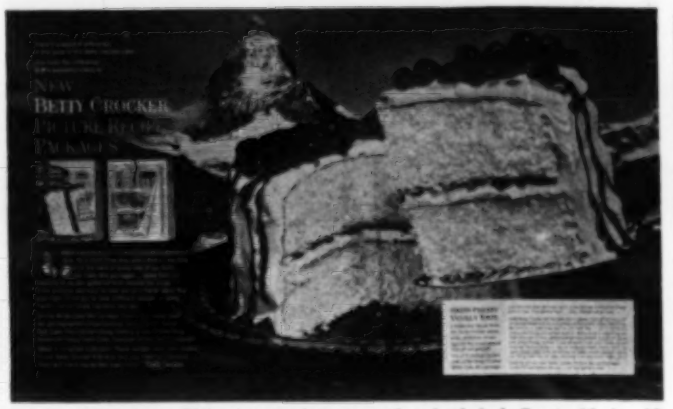
Gene Roper, formerly program director of RKO General's WHBQ-TV, Memphis, has been named program adviser to RKO General at the station group's New York headquarters. He will coordinate film acquisitions, negotiations and program information exchanges among the stations.

### John Callow Named

John R. Callow, formerly with CBS Radio, has been appointed an account executive in the New York office of Storer Television Sales. He replaces Robert F. Bailey, now national sales manager of WSPD-TV, Toledo.

### Mitchell to Norman, Craig

Fred M. Mitchell Jr., formerly senior vp and account management supervisor at Dancer-Fitzgerald-Sample, New York, has joined Norman, Craig & Kummel, New York, as vp and senior account supervisor.




RECIPE PACKAGES—*This four-color spread scheduled Sept. 10 in 13 newspaper supplements will be the first in a series of ads introducing new recipe packages for the entire line of Betty Crocker layer cake mixes (AA, Aug. 21). General Mills also will tie in with other advertisers in a magazine drive for the packages in October and November. Batten, Barton, Durstine & Osborn is the agency.*

## Low Prices Not Enough, Gear for Long-Term Advertising, Discount Operators Are Told

NEW YORK, Aug. 30—Low prices, alone, will not be enough to carry the promotional ball among discount houses in the future—because sooner or later everyone will have them.

That was the warning sounded here at the Discount Operators National Show, by panelists talking on discount store advertising and promotion, at one of the seminars. They were Stanley Danburg, Globe Discount City, Houston, the moderator; Charles H. Kaufman, The Mart, Indianapolis; Charles Desenberg, King's Clothing Co., New York; Robert Webb, Webb Management Consultants, Miami; Gerald Sklar, Michigan Advertising Distributing Co., Detroit; and Marvin Fisch, Family Fair, Hartford, Conn.

▪ Mr. Danburg, urged discount operators to gear themselves to long term advertising, versus the short haul. In his own case, he told the 400-person audience, his Houston stores use about 50% of Globe's advertising budget (which is 1.5% of sales) for institutional ads that feature no product.

Mr. Kaufman suggested that open-door operators turn minuses to pluses by countering closed-door operations with the headline, "Free admission to everyone." He said his company fared better with in-store weekend remote radio broadcasts than it did with tv, as a traffic-builder.

▪ Mr. Desenberg asserted that operators with both conventional and discount stores must hew to individual, distinct ad lines for each. Mr. Sklar touched on tabloid-size direct mail, suggested pre-mailing studies to control circulation, and revealed to the group that 75% of all mail sent to households was read by the housewife.

At a later session, the operators were told that top supermarket chains have changed their minds about discount selling and have decided to take some plunges. Joseph Deblinger, president of Deblinger Sales & Marketing Corp. here, said that until this year the supers had been "skeptical of the mushrooming discounters who were assembling hybrid merchants and leasing space in huge barns." Their turnabout amounted to a "snowballing landslide," he ventured.

▪ Mr. Deblinger gave these reasons for the "startling shift":

• More discount houses have added food departments in the past two years than all those opened from 1946 to 1959. The supers have studied this growth, and concluded such departments are (1) economically feasible and (2) presently constitute a competitive threat.

• Supermarket chains feel that upgraded discount houses—superior to their "garage-and-barn" prototypes—are not only here to stay, but are on the rise. Retailers such as Woolworth, Federated, May, Allied and Interstate came to the same conclusions and were "racing to get into the field."

• The chains are convinced that the best way they can protect their interests is to commence over-all discount operations directly, and via control of their own food departments in low-price, one-stop centers. "In the coming showdown, when the discount house market will be as over-saturated as the supermarket field is now, they will be in a much stronger position to survive."

• At first, the chains won't set up their own discount centers, but will tend to merge with or acquire existing discount chains. Working from this base, a year or two later they will build their own discount houses.

Said Mr. Deblinger: "They will be pressed to come up with formulas for merchandising food at even lower prices than are current today."

He also said discount houses would influence the fate of trading stamps. "It is well known that stamps cost the supermarket operator 1.5¢ to 2¢ and that many of them are looking for a good reason to get out, having reluctantly gone in anyway." #

### Alabama Daily Launched

The *Times-Democrat*, Cullman, Ala., has been launched with an estimated circulation of 6,000. The newspaper is the only daily in Cullman. Robert Bryan is publisher, and James M. Clem is advertising manager.

### 'Tourist Court' Book Ups Rates

*Tourist Court Journal* will raise it advertising rates, effective with its January, 1962, issue. The cost of a onetime b&w page ad will increase from $485 to $582.

### Benson to Open Own Company

Richard V. Benson will resign Sept. 1 as vp and circulation director of American Heritage Publishing Co. in order to establish his own consulting business—Richard V. Benson Associates—with headquarters at 301 E. 47th St, New York. As a promotion consultant, he will offer circulation and direct mail advice only. Among his clients are the book division of Time Inc. and Columbia Record Clubs.

### Rosen Adds Two Accounts

Leo Jay Rosen Advertising, Miami, has been named agency for Seville Hotel, Miami Beach, and Rolling Hills Country Club.


WTRF-TV STORY BOARD

T. R. Effic! signed towel rack!

MONROE AND BARDOT! If the medical profession can report Marilyn Monroe has acute gall bladder, we think the plumbing industry should report Brigitte Bardot as the world's best-designed towel rack!

wtrf-tv Wheeling

GOING HOLLYWOOD! This is the season when the flies go all out to make screen tests.

Wheeling wtrf-tv

MONKEY BUSINESS! A monkey was negotiating for a consignment of coconuts with another monkey known as a shrewd trader. They were far apart on price and the prospective buyer was spacing around in the treetops wondering if he should increase his offer. "Now look, Cyril," said his wife, finally. "You go down there and you stick to your original figure. If he haggles, tell him he's wasting his breath. Be firm, Cyril. Don't let him make a man outa you."

wtrf-tv Wheeling

OLD TIMER? Someone who can remember when you could promise a child the moon without having to buy him a space suit.

Wheeling wtrf-tv

BUDGET DIRECTORS underlined "Glum and Frugal Corps" in the WTReffigy Series could also have been appropriately underlined "Excess Prophets", "Scrutiny on the Bounty", "Overhead Shrinkers" or "Price Slaughterhouse". (Hope you've written for your set of WTReffigies, our ad-world closeout!)

wtrf-tv Wheeling

A BONUS MERCHANDISING plan is available to alert advertisers who have scheduled spot campaigns over WTRF-TV. Ask George P. Hollingbery for all the details on how you can get the Wheeling-Steubenville TV audience thru WTRF-TV.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

—that OTT in Eugene-Springfield, Roseburg and Coos Bay city areas has retail sales equal to 26% of the retail sales in Portland, Oregon. Here are the figures from Sales Management 1961

| | Retail Sales | SM-Quality Index |
|---|---|---|
| Portland, Oregon | $784,534,000 | 128 |
| Eugene-Springfield | $141,623,000 | 122 |
| Roseburg | $ 30,263,000 | 136 |
| Coos Bay-North Bend | $ 39,461,000 | 143 |

Over 110,000 TV homes depend on us for clear local television. Why not talk to your HOLLINGBERY man or ART MOORE & ASSOCIATES (Portland-Seattle). One order, one billing.

Oregon Triangle Television

KVAL-TV Ch. 13 EUGENE

KPIC-TV Ch. 4 ROSEBURG Affiliate

KCBY-TV Ch. 11 CABLE 4 Coos Bay Affiliate

NBC



the newspaper that WENT TO THE RACES

Florida's Ocala . . . about 80 miles north of Orlando by modern four-lane highway . . . is the heart of the new thoroughbred breeding country of the U.S.

■ Twenty years ago The Sentinel-Star went into the horse business on a farm in the rolling country near Ocala. We quit when we produced our first stakes winner at Hialeah. We figured we were newspapermen . . . not horsemen . . . and, besides, we had done our share of pioneering.

■ However we never stopped publicizing beautiful Ocala and Marion County and its soil with built-in ingredients that develops strong bones in good horseflesh.

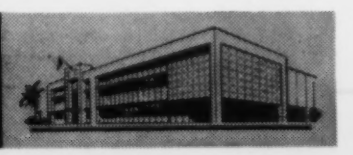
■ That's why we were overjoyed when this year's Kentucky Derby's favorite was Florida-raised "Carry Back."

■ We chartered and promoted a special Derby train (it sold out so fast we had to ease off on the publicity).

■ When "Carry Back" came from nowhere to win the Derby, 175 Floridians were there from the Orlando Sentinel's Derby Special to cheer him on . . . and to collect their bets. Naturally, all these Floridians had at least one winning ticket on "Carry Back."

MARTIN ANDERSEN
Owner/Editor/Ad Writer/Galley Boy/Ex-Horse Raiser

Orlando Sentinel-Star
ORLANDO, FLORIDA



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for Louisville agency. Send resume to: **FESSEL, SIEGFRIEDT, DOOLEY & MOELLER, INC. 204 Commerce Bldg., Louisville 2, Ky.**

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The person we are still looking for must have a mature background in consumer attitude research, copy research, and market research. Soc/Psy. background necessary. Follow through research problem to final written analysis. Also necessary to make client contact and presentations. Salary commensurate with ability. Incidentally, this is not a nine to five job! If still interested please call 939-7473 for an appointment.

### SPACE SALESMAN

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For full details, call **FR 2-4333.**

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**FESSEL, SIEGFRIEDT, DOOLEY & MOELLER, INC., 204 Commerce Bldg., Louisville 2, Ky.**

### PUBLIC RELATIONS

Trade Association has opening for dynamic man with good organizing and writing ability. Must be self-starter. Give brief outline of experience and salary requirements.

Box 5172, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

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**23 Leroy Ave., Darien, Conn.**
**OLiver 3-1438**

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CEntral 6-5670

### PUBLISHING FIRM

**3 Established Trade Publications**

BPA Audit

Now in Black

Must sell due to circumstances beyond control.

Grossing $200,000.00—Large potential. Price $250,000. — Part cash to responsible party or publishing firm.

**Box 869, ADVERTISING AGE**
**630 Third Ave., New York 17, N. Y.**

### TO A GOOD ADVERTISING AGENCY WITH THIS ONE IMPORTANT FAULT

Like ourselves, this small to medium sized Chicago agency works so hard and so long doing an outstanding job on its present accounts, that very little constructive time and effort can be devoted to the development of new business. We'd like to sit down and discuss the possibilities of merger with this agency. The goal, of course, is (1) to build an even better organization from the standpoint of serving present clientele, and (2) through the integration of talent and facilities, develop a realistic and sustained new business program that will do justice to what the agency has to offer. We are a sound, well recognized, and unusually capable organization. If your thinking runs in similar channels, why not drop us a line. Complete confidence assured.

**Box 862, ADVERTISING AGE**
**200 E. Illinois St., Chicago 11, Ill.**

### BIG, BIG, BIG "ADVERTISING BY COMMITTEE" ON MADISON AVE. IS LIKE A HERNIA AT A WEIGHT-LIFTER'S CONVENTION!

Nationally famous announcer and TV-Radio Personality is interested in exploring possibilities of alert advertising agencies and/or radio and television stations WEST, EAST, AND SOUTH OF THE HUDSON RIVER.

I create ideas for campaigns.
I write believable, selling copy.
I write successful jingles.
I have a solid personal relationship with national sponsors, agencies, networks and talent agents.
I am a public speaker and public citizen, interested in becoming an integral part of a community.

Communications confidential!

**Box 892, ADVERTISING AGE**
**630 Third Ave., New York 17, N.Y.**

### TRADE ASSN. HAS OPENING FOR PROMOTION-MINDED ORGANIZER

Established organization dealing with broad range of executives in many types of business is anxious to expand its services to the field, but lacks competent manpower. Are you the type of self-starter who can develop and promote ideas and services, and plan, organize and conduct meetings and seminars? If so, please send background, salary requirements and other pertinent data in complete confidence. Do not send anything which must be returned.

We are looking for a man, preferably between 30 and 40, with a broad range of experience in organizing and conducting meetings and selling ideas and services, especially of the sales promotion type, but we are not ruling out older men (or women) who may have the experience and qualifications we are seeking.

**Box 880, ADVERTISING AGE**
**200 E. Illinois St., Chicago 11, Ill.**

## HELP WANTED

### ADV. ASST.—SEC'L EXPER.

To assist advertising manager of fast growing, Chicago-based investment firm. Typing, aptitude for detail essential. Direct mail experience helpful. Attractive fringe benefits. State experience and salary requirements.

Box 5173, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

## POSITIONS WANTED

**CREATIVE SPACE SALESMAN** seeks opportunity. Experienced, modest salary.

Box 5163, ADVERTISING AGE
630 Third Ave., New York 17, New York

### ADVERTISING—SALES PROMOTION

Man available age 30. Experienced in industrial and consumer both writing and production of national ads, catalogs, direct mail, news releases, specification sheets, brochures and meetings.

Box 5138, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### ADVERTISING EXECUTIVE

Now in New York. Seeks relocation. Shirtsleeve experience with diversified accounts includes medium-sized Southern agency, head of own agency and manager New York branch. Strong administrative, creative and business development. Early forties. Will travel.

Box 5166, ADVERTISING AGE
630 Third Ave., New York 17, New York

**SALESMAN-SPACE, TV, GRAPHIC ARTS** 16 yrs. thoro exp. Top refs. East only. 36.

Box 5160, ADVERTISING AGE
630 Third Ave., New York 17, New York

### TECHNICAL EDITOR

Seven years writing, editing and supervision in technical publications, trade journal articles, promotional brochures, ad copy, publicity releases, house periodicals, sales aids. Background 12 years in diversified consulting engineering and design research. Present salary $12.5M. Excellent references.

Box 5174, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**PRODUCTION TRAFFIC:** Nine years experience dealing with suppliers and job control to see that deadlines are met, deliveries are made, and costs are kept in line. Experience includes: retailer, newspaper and manufacturer.

Box 5175, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### AD TALENT AVAILABLE FOR RELOCATION

Anywhere In The U.S.
Fill your Agency's needs now.
Write for free personnel bulletin containing resumes and details.
No fees.

**STRICTLY AD PERSONNEL**
**60 East 42 St. New York 17, N.Y.**

### AVAILABLE

## SENIOR MANAGER

### ADVERTISING — MARKETING

Exceptionally qualified for a major executive position with large agency or client marketing group. Recent V.P. Director Account Service major AAAA agency regional office. Mature motivator, leader and decision-maker. Will relocate anywhere but N.Y.C. This man is worth $45,000 a year.

**Box 888, ADVERTISING AGE**
**200 E. Illinois St., Chicago 11, Ill.**

Nationally known firm with large advertising department needs man to direct art, create ART and lay out advertisements for extensive DIRECTOR newspaper advertising programs, direct mail, special promotions, booklets, displays, trade advertisements, etc. Strong retail experience desirable. Unusual opportunity for an outstanding creative person to express himself in a wide variety of interesting assignments.

*Please send complete resume to Mr. Bruce Fogwell, Director of Advertising, Hart Schaffner & Marx, 36 South Franklin Street, Chicago 6, Illinois.*

## POSITIONS WANTED

**Copywriter,** 10-yr bdcst exp., wants agcy copy-contact job. East. Impressive bkgd.

Box 5176, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### YOUNG-CREATIVE COPYWRITER

Heavy on automotive; presently with large national sales promotion firm wishes to relocate. 3 years agency experience, 2 public relations experience includes working on both local and national and consumer accounts. College graduate, willing to relocate.

Box 5177, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### ADVERTISING-MARKETING EXEC

13 years in pkg. goods and other cons. prod. Able planner and doer; creative in all phases of market programming; depth in field mdsg., agency operations.

Box 4592, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

(fem) Fugitive from typewriter locating NYC mid-Sept. Articulate coll grad '59, has adv. exp. Will use intelligence effectively in adv. p.r., related field. Lt. steno. Immed. interview.

Box 5178, ADVERTISING AGE
630 Third Ave., New York 17, New York

### DALLAS BASED COMPANY:

Adv.-Sales Pro. Mgr., 29, seeks room to grow. Consumer & Ind. Markets. Facile writer, able planner. Can sell ideas. Add. PR background. BBA, grad. school.

Box 5179, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### INDUSTRIAL EDITOR

10 years editing leading metals magazine. Industry experience. Journalism degree.

Box 5180, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### WORDS FOR SALE

Closets-Full! Idea-words, action-words-soft-sell, hard-sell or just-in-between! Now available, a versatile NY word-smith to hammer out fresh, lively copy.

Box 5181, ADVERTISING AGE
630 Third Ave., New York 17, New York

### NEED A CREATIVE ACCOUNT EXEC. OR PRODUCT MANAGER?

Young, aggressive adv. man seeks career opport. with estab. co. 11 yrs. exp. includes client contact, copy ideas, visual & comp. layouts, type, printing & planning for cons. & indust. accts. Employed. Personable. Family man. For resume . . .

Box 5182, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### PRODUCT ADVERTISING MANAGER

Practical idea man, 29, over 5 yr. exp. in consumer & ind. adv. & sales pro. Offer facile, concise writer of selling copy with ad visualization savvy. Work with agency in planning mktg. strategy, adv. execution. Familiar with production, media selection. BBA

Box 5183, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

(fem) Young, career-minded copy cub desires position on Madison Ave. or environs. Agency background. Flair for subtle persuasion in copy that sells. Boundless originality. $100 wk.

Box 5184, ADVERTISING AGE
630 Third Ave., New York 17, New York

*Our 50th Year*

**MKTG. DIR.**—heavy industrial compressor experience necessary $25-30,000.
**PUBLIC RELATIONS** Supervisor Assn. exp.—age limit 40 14,000.
**COPYWRITER TRAINEE**—some indus. exp. helpful 6,000.
MANY MORE—MAIL RESUME

**GLADER CORPORATION**
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

### ADVERTISING— PUBLIC RELATIONS DIRECTOR

**Marriott Motor Hotels, Inc.,** one of the nation's most progressive organizations, with 400-600 room operations in Wash., D.C., Dallas and Philadelphia, seeks imaginative, alert young man, 30-40 yrs old with minimum 5 years experience with large advertising firm accounts. Salary commensurate with qualifications. Excellent benefits program. Washington headquarters location.

**Send resume to Employment Mgr.**
**1341 G. St. N.W. Suite 200**
**Washington 5, D.C.**

### Creative COPY CONTACT A.E. WANTS TO SERVICE AND SELL FOR SMALL N.Y. AGENCY

Unique combination of creative abilities, sound acct. handling, agency management. Proven record of servicing, developing, securing accts. Now running 1-man sales promotion service, have some business, want to get more. Will handle agency accts., aid creatively, administratively. Former owner small agency, 4-A A.E., sales-advtg. mgr. Versatile self-starter on plans, marketing, creative copy ideas, merchandising, collateral. 18 years all-round experience on varied chemicals, electronics, equipment, plastics, tools, furniture, accessories, appliances, retail, co-op. Salary open for real growth potential. N.Y.C. area only.

**Box 890, ADVERTISING AGE**
**630 Third Ave., New York 17, N. Y.**

## POSITIONS WANTED

### CREATIVE ART DIRECTOR

Space, collateral. Crisp layouts. Can run Art Dept. 13 yrs. exp. Will relocate out of Chicago. Age 38. 12M. Now employed.

Box 5187, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

## REPRESENTATIVES WANTED

### TRADE PAPER REPS WANTED FOR ILLINOIS-OHIO AREAS

Publishers space representatives (already representing other publications) wanted for specialized magazine serving business management. Above average commission. Submit complete resume.

Box 5133, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### ADVERTISING SPACE SALESMEN

National representation needed for new unique export publication featuring primarily new U.S. products. Experienced, aggressive salesmen (full- or part time) wanted calling on industrial accounts and exporters, in major areas. Straight commission, protected territory and accounts, also leads furnished. Excellent potential for imaginative, enthusiastic and persistent salesman. Direct-mail promotion started. Will be listed in Sept. SRDS. All replies treated in strict confidence.

Box 5185, ADVERTISING AGE
630 Third Ave., New York 17, New York

### N.Y. PUBLISHERS REP WANTED

for new consumer magazine with college-age audience. Above average commission.

Box 5186, ADVERTISING AGE
630 Third Ave., New York 17, New York

Top flight photographic studio can use representative who is thoroughly familiar with advertising agencies and art directors in New York and out of town.

Box 5189, ADVERTISING AGE
630 Third Ave., New York 17, New York

## BUSINESS OPPORTUNITIES

### LOS ANGELES: FOR SALE: Small, Good Regional Trade Mag.

Publisher of 2 highly respected monthlies just elected mayor and must unload one. This one is 10 yrs. old, exclusive in western coverage of appliance retail & service field. Has 6 blue chip contracts & big potential. Clean circulation list of 8,000, plus 4,000 more names on plates. Sacrifice for cash, or make offer on terms. Investigate this opportunity. Write or phone, **Associated Publications, 618 S. Western Ave., Los Angeles, 5, Calif. DUnkirk 9-3230**

### WANTED TO BUY

Small to medium size trade publication. Prefer industrial market.

Box 5167, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Printer interested in syndicated advertising, printed or die cut specialties, directories, small books, magazines; any new ideas, etc. Will help finance. **DI 2-3300**

## MISCELLANEOUS

### WRITER-PHOTOGRAPHER-EDITOR

West Coast free lancer, publicity exp. (Please clip this ad for future use.) **Jim Elliott, Box 6038, San Francisco 1.**

### NEW BIRTHS

Chicagoland Parents, on labels $12.00—1,000.

**Westley, Box 27B, Western Springs, Ill.**

**HELP MAKE NEW WEAPON TO FIGHT COMMUNISM.** For copy of Social Invention, send 25¢ to **P. O. Box 3872, Los Angeles 54, Calif.**

**FOR SALE:** solid, small (5-person) agency in booming Southwest city. Owner's services available during transition period. Principals only.

Box 5188, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**the copy shop**
**MU 3-1455**
270 madison/ny 16

**COPYWRITING STUDIO**
**Confidential Work**

*Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.*

**Persuasive Communication any kind—any medium**

### ADVERTISING— SALES PROMOTION MAN

For leading consumer food company—national and regional advertising programs—must be experienced in all media and have food products experience. Age about 30. Send resume and salary requirements to—**Advertising Director, The Rath Packing Company, Waterloo, Iowa.**

### DON HARRIS WONDERS:

. . . whether this holiday-issue ad will be seen by many. So, needing quickly 3 hard-to-finds not in his files, he makes this test:

**P.R.,** full-range man, with some agricultural, some food, background, besides other varied. Maybe now with P.R. agency ..... $12-15M

**YOUNG A.E.** (probably now in brand management) A top agency. National-brand food line ..... to $12M

**ASSISTANT ADVERTISING MANAGER.** House furnishings or appliance experience ..... $9-11M

**DON HARRIS, Director**
**LOU PAETH, Associate Director**
Advertising & Marketing Division
**MONARCH PERSONNEL**
28 E. Jackson, Chicago. WA 2-9400

**AVAILABLE SEPT. 15**

After leading an 800% sales increase in 2 years, I sold my radio station interest in July. Northwestern University—1950. Experienced in television production Chicago, Hollywood. Radio Director NBC, and for several years, pushed own television film sales firm. Having book published this fall. Here is strong, thorough experience for the right position.

AVAILABLE Sept. 15
Box 891, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

**ADVERTISING SPACE SALESMAN**

New consumer national magazine in fast growing, non-competitive, class market wants young man for metropolitan New York area. Salary plus commission. Experience secondary to willingness to work hard to help develop promising property. Write giving background & lowest salary considered.
Box 886, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

**WANTED: AN ALL AROUND IDEA GIRL**

National firm seeks a creative young lady who would like to express her own ideas. Must have good color sense, creative layout ability with some experience in production; preferably working with printers. Someone who is able to design promotional pieces, sales aids, package designs, training aids and arrange trade shows. Talent more important than experience. Salary open.
Box 885, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

**CREATIVE PROMOTION WRITER**

needed by leading N.Y.C. publisher of Youth magazines. Must be able to create sound selling ideas, turn them into compelling, imaginative copy, and follow through to completed job. Prefer a "pro" now in media-promotion field. Write, stating experience and salary range to:

Box 887, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

**MARKET RESEARCH ANALYST**

A progressive, national insurance firm located in Chicago is in need of an aggressive marketing analyst who has been on the firing line for at least a couple of years. A Master's degree in marketing, math, statistics or related fields would help, but we would consider a Bachelor's degree in these fields. Statistical aptitude absolutely necessary. Salary $7,000 to $7,500. Of over-riding importance is the possession of great personal drive and creative intelligence. Send complete resume and salary requirements to:

Box 889, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

**ACCOUNT EXECUTIVE**

Wide experience in all phases of Advertising. Marketing—Sales—Copy—Media. Top level client contact. 10 years experience with 4A agencies (mostly in N.Y.) handling food, liquor, publication & financial accounts. Firsthand knowledge of both vital West Coast & East Coast markets. After over 2 years in Los Angeles, plan to return Oct. 1 to New York. Presently employed by Los Angeles Agency. Age 39. Resume on request.
Box 27 Q 24, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

**CHARLES EXECUTIVES**

CANADA'S LEADING
AD PERSONNEL AGENCY

*No charge to you.*
*Employers pay our fees.*

120 Eglinton Ave. East
Toronto 12, Ont. HU 7-1576.

**L. A. TELEVISION WOMAN SEEKS POSITION IN EAST**

Young woman wishing to relocate in East or Southeast—offers wealth of experience to aggressive TV station. Skilled in:

- Program writing—production—live TV;
- Film production;
- Sponsor sales and service;
- Talent, on-the-air delivered commercial and hosting daytime shows;
- Merchandising.

Have successfully written, produced and sold daytime TV in L. A. Top notch references—Blue Chip advertisers. Will be in East Oct. 1 for interview. If interested, write for resume and details.

Box 27 Q 22, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

# Network Radio's Top Advertisers*

## Based on Four Weeks Ending July 9, 1961

*Copyright by A. C. Nielsen Co.*

### Home Broadcasts

| Rank | Advertiser | No. of B'dcsts | Total Home B'dcsts Delivered (000) |
|---|---|---|---|
| 1 | Liggett & Myers Tobacco (CBS, MBS, NBC) | 316 | 139,393 |
| 2 | Pepsi-Cola Co. (4 Nets) | 406 | 133,469 |
| 3 | Chevrolet-General Motors (CBS, NBC) | 219 | 121,009 |
| 4 | Standard Brands Inc. (CBS, MBS, NBC) | 227 | 112,955 |
| 5 | Philip Morris Inc. (CBS, NBC) | 263 | 112,062 |
| 6 | R. J. Reynolds Tobacco (4 Nets) | 269 | 95,438 |
| 7 | Mennen Co. (4 Nets) | 271 | 94,894 |
| 8 | Minnesota Mining & Mfg. (MBS) | 203 | 75,812 |
| 9 | Metropolitan Life Insurance (NBC) | 134 | 67,701 |
| 10 | Midas Inc. (ABC, CBS, NBC) | 126 | 60,035 |
| 11 | American Telephone & Telegraph Co. (4 Nets) | 193 | 56,715 |
| 12 | Ex-Lax Inc. (4 Nets) | 159 | 52,961 |
| 13 | Time Inc. (CBS) | 120 | 52,575 |
| 14 | Aluminum Co. of America (MBS) | 119 | 50,734 |
| 15 | P. Lorillard Co. (4 Nets) | 191 | 47,167 |
| 16 | Sterling Drug Inc. (MBS, NBC) | 120 | 45,543 |
| 17 | Int'l Mineral & Chemical Corp. (ABC, NBC) | 94 | 39,808 |
| 18 | Seven-Up Co. (ABC, CBS, NBC) | 94 | 34,517 |
| 19 | Automotive-American Motors (NBC) | 80 | 27,691 |
| 20 | Norwich Pharmacal Co. (CBS) | 52 | 27,641 |

### Commercial Minutes

| Rank | Advertiser | No. Comm'l Min. Aired | Total Comm'l Min. Del'd (000) |
|---|---|---|---|
| 1 | Chevrolet-General Motors (CBS, NBC) | 201 | 105,149 |
| 2 | Liggett & Myers Tobacco (CBS, MBS, NBC) | 243 | 99,686 |
| 3 | Standard Brands Inc. (CBS, MBS, NBC) | 182 | 82,739 |
| 4 | Philip Morris Inc. (CBS, NBC) | 195 | 78,329 |
| 5 | Mennen Co. (4 Nets) | 199 | 65,417 |
| 6 | Pepsi-Cola Co. (4 Nets) | 175 | 55,350 |
| 7 | R. J. Reynolds Tobacco (4 Nets) | 162 | 53,824 |
| 8 | Metropolitan Life Insurance (NBC) | 114 | 53,515 |
| 9 | Minnesota Mining & Mfg. (MBS) | 131 | 45,568 |
| 10 | Midas Inc. (ABC, CBS, NBC) | 98 | 43,957 |
| 11 | Sterling Drug Inc. (MBS, NBC) | 113 | 41,510 |
| 12 | Time Inc. (CBS) | 90 | 35,996 |
| 13 | P. Lorillard Co. (4 Nets) | 145 | 31,534 |
| 14 | Ex-Lax Inc. (4 Nets) | 87 | 28,519 |
| 15 | American Telephone & Telegraph Co. (4 Nets) | 99 | 27,932 |
| 16 | Oldsmobile-General Motors (CBS) | 43 | 26,290 |
| 17 | Seven-Up Co. (ABC, CBS, NBC) | 73 | 25,156 |
| 18 | Int'l Minerals & Chemical Corp. (ABC, NBC) | 63 | 25,139 |
| 19 | Aluminum Co. of America (MBS) | 60 | 23,574 |
| 20 | General Mills Inc. (CBS, NBC) | 56 | 20,921 |

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

### *Potts-Woodbury Adds Six*

Potts-Woodbury, Kansas City, Mo., has been named to handle advertising for six new accounts with total billings estimated at $900,000. The agency's New York office is handling *True*, New York. The Kansas City office has added Wright & McGill, Denver, fishing tackle manufacturer; Lucky Tiger Mfg. Co., Kansas City, maker of men's hair grooming preparations and women's beauty products; and Commerce Acceptance Co., Atchison, Kan. The Denver branch will handle Monarch Products, Denver, and World Land Corp., Denver, which sells life insurance in vending machines.

### *Holiday Buys WAIR*

Holiday Broadcasting Co., Roanoke, Va., has purchased WAIR, Winston-Salem radio station, from Forsyth Broadcasting Co. for a reported $246,775.

**ILLUSTRATOR**

Exceptional East Coast position for fast, versatile illustrator, strong on anatomy. Salary open depending on ability & background.
SEND DETAILED RESUME TO:
THEODORE S. JONES & CO.
BOX 41 MILTON 87, MASS.

**SKIN DIVING PICTURES**

Authentic underwater pictures with diving gear used correctly. Unusual color or black & white photos as only experts can provide.
SKIN DIVER PUBLICATIONS, INC.
P. O. Box 111 Lynwood, Calif.
Publishers of SKIN DIVER MAGAZINE and DIVING NEWS

### *Koret Promotes Joyce Bickel*

Joyce Bickel, manager of the consumer fashion department and personnel manager of Koret of California, San Francisco, women's sportswear manufacturer, has been named sales promotion-advertising manager. She succeeds Charles R. Cain, acting sales-promotion manager for the past year, who has been named eastern sales director. In her new position, Mrs. Bickel will continue to head the consumer fashion department.

### *Duquesne Backs Steelers*

Duquesne Brewing Co., Pittsburgh, has created a seven-station tv hookup, originating with WIIC, to carry the away games of the Pittsburgh Steelers. Vic Maitland & Associates is the agency.

### *Reich & Kahn Add Two*

Reich & Kahn, Chicago, has been named to handle advertising for American Screen Process Equipment Co., Chicago, and Hawthorn Hills, Mundelein, Ill. real estate development.

### *FRC&H Names Hefter*

Frank Hefter, formerly with Communications Counselors, the pr affiliate of McCann-Erickson, has been named to the new post of director of public relations at Fletcher Richards, Calkins & Holden.

### *Hennon Promoted to VP*

Thomas J. Hennon, account supervisor on the Lever Bros. account, has been promoted to vp of Reach, McClinton & Co., New York. He joined the agency last May.

### *Pepsi Names Paul Pizzo*

Paul N. Pizzo, formerly manager of the Pepsi-Cola Metropolitan Bottling Co. of Waco, Tex., has been appointed a marketing analyst in Pepsi-Cola's southern division office at Dallas.

### *Gerald Leider Named*

Gerald J. Leider, formerly director of special programs at CBS Television, New York, has been appointed to the newly created post of director of program sales for the network.

### *Bates Names Two More VPs*

George W. Craigie and Thomas B. Grimshaw, account executives on Food Manufacturers Inc., have been elected vps of Ted Bates & Co., New York.

### *Berns Join Ace Advertisers*

Henry Bern and his son, Raymond, have closed their direct mail company, Raymond Service Inc., and joined the staff of Ace Advertisers' Service, also in New York.

AMERICANA—*Fostoria Glass Co., Moundsville, W.Va., will court lovers of Americana with this coin glass ad to run in the September issue of American Home. Fuller & Smith & Ross is the agency.*

**Want a Trade?**

**Your classified ad in Advertising Age may very likely do the trick for you!**

If you have something to swap that appeals to marketing men or women—spell out your deal in a classified ad. You cover the complete market. You get fast action. Your cost can be as low as $6 per ad! Try it.

**Use This Space to Print or Type Your Classified Advertising Message**

*Classified Rates:* $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

*Display Classified Rates:* take card rate of $19.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

### Kane Joins Outboard Marine

Outboard Marine Corp., Waukegan, Ill., has appointed Richard E. Kane product advertising supervisor of its OMC engines & equipment division. Prior to joining OMC engines, Mr. Kane was advertising and sales promotion manager of the Wayne Works division of Divco-Wayne Corp., Richmond, Ind.

### Sterling Names Mandel

Gerald Mandel, formerly with Ruder & Finn, has joined Sterling Television Co., tv film distributor, New York, as director of its educational film division. He also will be in charge of Sterling's public relations and promotional activities.

### Rockmore Adds Worsted-Tex

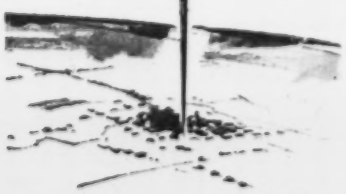
House of Worsted-Tex, Philadelphia, men's clothing manufacturer and a division of Botany Industries, has appointed Rockmore Co., New York, to handle its advertising. The previous agency is W. B. Doner & Co.

979' high or 1020' above average terrain

the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:

NEW TALLER WOC TV TOWER

SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
ROCK ISLAND MOLINE EAST MOLINE ILL



WOC-TV Channel 6
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

POSTER — KTOSTE
NEED A GARBAGE DISPOSER?
CALL YOUR PLUMBER
PLUMBING, HEATING AND AIR-CONDITIONING COUNCIL OF SANTA CLARA COUNTY

INSTITUTIONAL—*Even plumbers are going institutional, as witness this outdoor poster scheduled by the Plumbing, Heating & Air Conditioning Council of Santa Clara County, Cal. In addition, the group sponsors a public affairs show over station KNTV, San Jose. David Olen Advertising, Hollywood, handles the account.*

## Bi-Weekly Business Paper for Discounters to Bow Next January

NEW YORK, Aug. 29—Lebhar-Friedman Publications, publisher of *Chain Store Age*, will launch a new bi-weekly, *Discount Store News*, next January.

The new publication stems from three years of research. "The new field was arrived at strictly by count," said Irving Slobod, vp and publisher of *Chain Store Age Business Guide*, who handled the research.

Mr. Slobod said the company's research turned up a total of 1,450 discount stores across the U.S. as of June 30. The listing was published as the nation's first discount store directory recently.

"A lot of manufacturers to this day say they don't deal with discounters," he added. "Well, that's baloney." He said that the total is now 1,600 full-line discount stores, each with a minimum floor space of 15,000 sq. ft.

"When our count showed up this brand-new segment of the business, we realized that the one thing this field lacked was news."

■ Arnold D. Friedman, president and publisher, said that the company had prepared for expansions of this kind by setting up a publication director system last fall.

Mr. Friedman also recently announced a shopping center edition of *Chain Store Age* will bow next January. #

### Kobeer Names Mitchell, Appoints Mueller Sales Head

Kobeer Ltd., New York, which took over as sole importer of Whitbread ale and Mackeson's stout last April, has named Harold M. Mitchell Inc., New York, as its agency. Previous importer was Van Munching & Co., with whom the accounts had been inactive for a few years.

At the same time, Charles Mueller, formerly with Kobrand Corp., has been appointed sales manager.

### Ice Cream Repeat Planned

American Dairy Assn., Chicago, will repeat its "anytime is ice cream time" promotion in 37 markets during September. The campaign, featuring eight-second tv commercials, was run earlier this year (AA, March 27). The clown featured in the tv ads will also be used on outdoor boards, in-store materials, ad mats and home delivery leaflets.

### Von Blon Joins Dailies

Philip Von Blon, vp and general sales manager of bakery and durum products for International Milling Co., Minneapolis, has been named a vp of the Minneapolis Star & Tribune Co., effective Sept. 18. Mr. Von Blon's duties will include general corporate and financial assignments for the newspapers.

### New Radio Show for Kirk

Kirk & Nice Funeral Home, Philadelphia, will sponsor a weekly radio program, "Sunday Afternoon Concert in the Park," on WFLN and WFLN-FM, Philadelphia. The series will bow Sept. 3. Ball Associates, Philadelphia, is the agency.

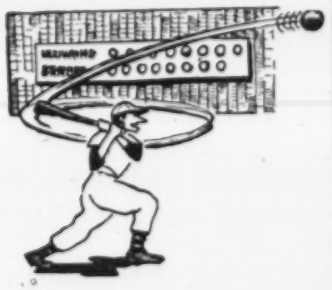
### Young Opens Own Agency

Ralph L. Young, former account executive of Compton Advertising, Los Angeles, and Ketchum, MacLeod & Grove, Pittsburgh, has formed his own agency, Young Co., with offices at 300 N. Wilshire Ave., Anaheim, Cal.

### Russell Appoints Marcus

F. C. Russell Co., Cleveland, manufacturer of Rusco building products, has appointed Marcus Advertising, Cleveland, to handle its advertising.


Takes Only One To Do the Job



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Southern New Jersey's "Good Morning" Newspaper
ROLLAND L. ADAMS, President
Scolaro, Meeker & Scott, National Representatives



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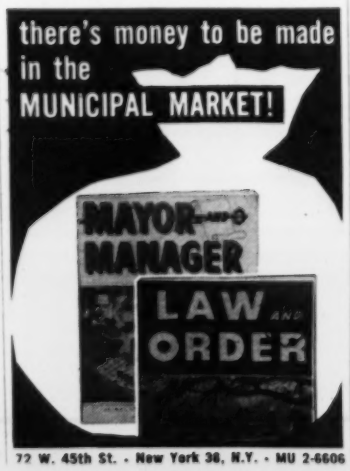


72 W. 45th St. - New York 36, N.Y. - MU 2-6606


## Men Reverse Trend, Smoke More Non-Filter Cigarets, 8-City TvAR Market Study Shows

NEW YORK, Aug. 30—The brand comparison studies published intermittently by Television Advertising Representatives continue to include data that provide a sound argument for the use of the selective approach to advertising. A new TvAR study, showing striking differences from market to market, was released this week. It is based on March interviewing.

These Pulse Inc. studies cover the markets in which TvAR represents stations, including Boston, WBZ-TV; Baltimore, WJZ-TV; Washington, WTOP-TV; Charlotte, WBTV; Jacksonville, WJXT; Pittsburgh, KDKA-TV; Cleveland, KYW-TV; and San Francisco, KPIX. There are comparable data from previous studies covering all the cities except Washington, Charlotte and Jacksonville, newcomers to the representative's list.

■ For cigarets, the most interesting revelation was that non-filter cigaret smoking, particularly among men, is on the upgrade. Filter brands retained their strength only in Boston, with non-filters scoring gains with Baltimore, Pittsburgh, Cleveland and San Francisco men. The gains came at the expense of non-mentholated filters, with menthol brands picking up new adherents among both sexes.

Market variations were especially notable in the case of margarines, with use ranging from 54.7% in Boston to 93.1% in Charlotte. Kraft and Mrs. Filbert's held the No. 1 spot in three markets each.

■ The best beer territory was Washington, with 50% of families purchasing; the worst was Charlottee, with only 30%. No kind of brew was first in as many as two cities.

Dristan showed up strong in several cities as a cold remedy. Baltimoreans were most susceptible to sniffles.

Vicks was the No. 1 salve or ointment for colds across the board.

■ Auto ownership was highest in Jacksonville—88.9%. Esso was the favorite gasoline in four of the eight cities studied. Bayer aspirin was the No. 1 headache remedy in all eight.

Hot cereals were most popular in San Francisco, where 74.3% of the families had them on the menu. Quaker oats was the favorite brand in most cities.

The findings were based on information collected in 5,600 in-home personal interviews. #

### Karney Appointed Editor

Rex L. Karney, former associate editor of the *Rockford Register-Republic* and assistant to the publisher, has been appointed editor of the *Morning Star* and *Register-Republic*, Rockford, Ill. Mr. Karney succeeds John W. Grimes, who will retire Oct. 1.

### Gallup Names Greene

William F. Greene has been appointed director of marketing research and a member of the executive committee of Gallup & Robinson, Princeton, N. J., research company. Mr. Greene joined the company from Carnation Co. in 1959.

### Universal Motor to Mautner

Universal Motor Co., Oshkosh, Wis., subsidiary of J. M. Nash Co., Milwaukee, has appointed Mautner Advertising Agency, Milwaukee, to handle its advertising. Geer-Murray, Oshkosh, is the former agency of record.

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*The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.*


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## Helene Curtis Buys Participations on Three NBC-TV Shows

CHICAGO, Aug. 31—Helene Curtis Industries will invest in three new network tv shows this fall.

The company will have participations on "87th Precinct," "The Dick Powell Show" and "Saturday Night Feature Films," all on NBC-TV.

Jack Lipson, director of advertising, said the company will run one or two spots on each show most weeks, with Enden scheduled to get a major share of the time, although other Helene Curtis products will be promoted.

Edward H. Weiss & Co., one of the four Helene Curtis agencies, made the network tv purchase. #

### *Penn Commerce Department Gets $200,000 for Promotion*

The Pennsylvania commerce department has been given $200,000 to spend on tourist promotion during the fiscal year ending June 30, 1962. Funds will be channeled through county tourist development groups.

The allocation bill limits state funds to $10 per capita or $3 per rental room in each county under the participation program which calls for local tourist industry-wide organizations to supplement the balance.

### *'Family Circle' Names VP*

J. Barret Scarborough, formerly vp in charge of advertising, has been appointed vp and marketing director of *Family Circle*, New York. His new duties include the development of new marketing services for the magazine's supermarket distributors and advertisers. Before joining *Family Circle* in 1958, Mr. Scarborough was president and publisher of *Everywoman's Magazine*, since combined with *Family Circle*. Earlier, he was vp and director of Crowell-Collier Publishing Co., publisher of *American Magazine* and president and publisher of *American Family Magazine*.

### *Taft Wants Withdrawal OK*

Taft Broadcasting Co., Cincinnati, has applied to the Securities & Exchange Commission to withdraw a registration statement covering a proposed secondary offering of 376,369 common shares which were to be sold for the account of several stockholders. Filing with the SEC was made May 26 (AA, June 5).

### *Allen, Dorsey Adds Account*

Allen, Dorsey & Hatfield, Los Angeles, has been appointed to handle advertising and promotion for Bach Auricon, Hollywood, manufacturer of 16mm professional motion picture cameras and sound-on-film recording equipment.

### *Cooper-Hewitt Appoints One*

Cal Trauger has been appointed sales director of Cooper-Hewitt Electric Co., Hoboken, N. J., a division of Sperti Products, New York. Mr. Trauger formerly held sales management positions with Plough Inc. and Parker Pen Co.

### *Johnson Adds Auto Account*

J. E. Fench Co., Northern California Chrysler dealer, with locations in San Francisco, Oakland and Berkeley, has appointed Charles W. Johnson Advertising & Public Relations, San Francisco, to direct its advertising.

### *Alfano Joins Adams*

L. Joseph Alfano, previously advertising manager of O.S. Stapley Co., Phoenix, farm equipment and retail hardware chain, has been named account executive of Adams Associates, York, Pa., agency.

PHOTO ATTACHED—*Fotorite, Chicago, is promoting its new speedy photo printing process with spreads featuring an actual print tipped on pages of Photo Methods for Industry, Industrial Photography and Reproduction Methods for Business & Industry. Gourfain-Loeff is the agency.*

## 1st Quarter Spot TV Skid Arrested in 2nd Quarter

*(Continued from Page 1)*

has been zooming ahead. Gross time sales for the first half of the year were up more than 8%, with American Broadcasting Co. and National Broadcasting Co. scoring strong gains and CBS Television falling off to second place behind NBC in the billings race.

■ Net figures are better than gross to demonstrate the sharp cleavage between the two forms on national tv advertising.

TvB's 1961 spot prediction of a gross take of $625,000,000 is equivalent to approximately $540,000,000 net time and talent. Network's gross time billings for 1961 are expected to hit at least $735,000,000 for a net time and talent figure of about $900,000,000.

As a result of the softening spot sales market and what local broadcasters consider network encroachment on spot preserves, some station representatives and stations are beginning to pressure for TvB concentration on selling spot. Their demands that the bureau be for spot-only or that the networks, which now pay $10,000 each in dues annually, at least make a greater financial contribution to the industry's sales organization are expected to come to a head at TvB's annual meeting in Detroit in mid-November.

■ Spot tv's best customer for the second quarter of 1961 was, as practically always, Procter & Gamble with an outlay of $16,419,700—a slight increase over the 1960 level.

This was a bigger budget than those of the four runners-up combined.

In second place was Colgate with $4,736,300, against $2,783,600 a year ago. Next in line were Lever Bros., Coca-Cola Bottlers, General Foods, and Continental Baking.

Among the companies with sharply boosted budgets for the medium were Coke; Continental Baking; Pepsi-Cola Co. & Bottlers; Quaker Oats; Alberto-Culver; Carter Products; Joseph Schlitz Brewing; United Vintners; Sears, Roebuck & Co.; North American Phillips; John Morrell & Co.; Chock Full-o-Nuts; Phillips-Van Heusen; Eversharp; Cities Service; Pure Oil; Greyhound; Block Drug; and J. Nelson Prewitt Inc.

■ Moving in the opposite direction with budget reductions were Atlantis Sales Corp.; S. C. Johnson & Son; Warner-Lambert; Ford Motor Co. Dealers; Lestoil; and General Foods.

Appearing on the top 100 list for the first time were Phillips-Van Heusen; Cities Service; Pure Oil; and California Spray Chemical Corp. #

# Top 100 Spot TV Advertisers

## 2nd Quarter, 1961 vs. 1960, Gross Time Comparisons

*Source: TvB figures from N. C. Rorabaugh Co.*

*Estimated Gross Time Charges*

| | 1961 | 1960 |
|---|---|---|
| 1. Procter & Gamble | $16,419,700 | $15,198,900 |
| 2. Colgate-Palmolive | 4,736,300 | 2,783,600 |
| 3. Lever Bros. | 4,268,800 | 4,779,200 |
| 4. Coca-Cola Co. & Bottlers | 3,661,300 | 985,400 |
| 5. General Foods | 3,527,200 | 5,476,300 |
| 6. Continental Baking | 3,337,500 | 886,400 |
| 7. William Wrigley Jr. Co. | 2,700,700 | 2,076,100 |
| 8. Standard Brands | 2,252,500 | 1,743,000 |
| 9. P. Lorillard | 2,212,600 | 2,315,000 |
| 10. American Home Products | 1,914,700 | 2,591,200 |
| 11. Bristol-Myers | 1,836,800 | 2,209,900 |
| 12. Philip Morris Inc. | 1,797,600 | 1,044,000 |
| 13. Lestoil Products | 1,588,500 | 2,855,400 |
| 14. Hunt Foods & Industries | 1,556,600 | 1,564,730 |
| 15. Kellogg | 1,554,900 | 1,388,100 |
| 16. Simoniz Co. | 1,483,800 | 1,036,300 |
| 17. Miles Laboratories | 1,475,500 | 1,408,000 |
| 18. International Latex | 1,438,500 | 1,004,500 |
| 19. Corn Products | 1,368,300 | 1,153,400 |
| 20. Anheuser-Busch | 1,311,000 | 1,078,000 |
| 21. Nestle Co. | 1,291,400 | 1,285,300 |
| 22. Pepsi-Cola Co. & Bottlers | 1,285,200 | 880,300 |
| 23. Quaker Oats Co. | 1,246,000 | 245,820 |
| 24. Alberto-Culver | 1,185,000 | 452,600 |
| 25. Carter Products | 1,171,700 | 633,300 |
| 26. American Tobacco | 1,168,800 | 1,523,000 |
| 27. Brown & Williamson | 1,129,600 | 1,429,400 |
| 28. Gillette Co. | 1,115,300 | 1,082,900 |
| 29. General Mills | 1,018,700 | 814,300 |
| 30. Jos. Schlitz Brewing | 998,900 | 403,700 |
| 31. J. A. Folger & Co. | 950,400 | 917,700 |
| 32. Pabst Brewing | 948,100 | 898,300 |
| 33. General Motors Dealers | 922,500 | 1,312,500 |
| 34. Standard Oil Co. (N.J.) | 921,000 | 733,800 |
| 35. United Vintners | 898,200 | 320,470 |
| 36. Avon Products | 880,600 | 843,000 |
| 37. Carling Brewing | 832,300 | 708,700 |
| 38. Ford Motor Co. Dealers | 822,700 | 1,316,300 |
| 39. Ward Baking | 772,800 | 165,140 |
| 40. Sterling Drug | 763,900 | 514,700 |
| 41. Hills Bros. Coffee | 761,200 | 354,000 |
| 42. Food Manufacturers | 759,600 | 895,200 |
| 43. Warner-Lambert | 738,500 | 1,078,800 |
| 44. Consolidated Cigar | 730,500 | 649,800 |
| 45. American Oil | 728,800 | #525,200 |
| 46. Sears, Roebuck | 721,000 | 225,080 |
| 47. Pharma-Craft | 713,900 | 400,200 |
| 48. R. J. Reynolds | 712,600 | 857,700 |
| 49. Falstaff Brewing | 703,400 | 635,500 |
| 50. Maybelline Co. | $696,300 | $461,800 |
| 51. North American Phillips | 674,600 | 7,840 |
| 52. U.S. Borax & Chemical | 673,300 | 651,100 |
| 53. Vic Tanny Enterprises | 631,500 | 487,600 |
| 54. American Chicle | 630,000 | 207,960 |
| 55. Norwich Pharmacal | 625,700 | 577,100 |
| 56. E. & J. Gallo Winery | 616,400 | 394,500 |
| 57. Carnation Co. | 588,500 | 370,100 |
| 58. Swift & Co. | 581,000 | 525,700 |
| 59. Theo. Hamm Brewing | 571,100 | 604,200 |
| 60. Ralston-Purina | 564,700 | 140,210 |
| 61. S. C. Johnson & Son | 551,000 | 900,700 |
| 62. Welch Grape Juice Co. | 545,400 | 600,500 |
| 63. Phillips Petroleum | 544,300 | 510,800 |
| 64. John Morrell & Co. | 534,000 | 1,760 |
| 65. National Biscuit | 517,500 | 487,400 |
| 66. Andrew Jergens Co. | 509,000 | 535,800 |
| 67. Helene Curtis Industries | 500,600 | 258,400 |
| 68. Campbell Soup Co. | 487,700 | 254,610 |
| 69. Liebmann Breweries | 481,000 | 144,800 |
| 70. Sun Oil | 471,100 | 562,700 |
| 71. Lanolin Plus | 465,400 | 391,600 |
| 72. Piel Bros. | 464,300 | 429,200 |
| 73. Atlantic Refining | 454,200 | 440,500 |
| 74. Interstate Bakeries | 451,300 | 350,850 |
| 75. Pacific Telephone & Telegraph | 448,800 | 439,300 |
| 76. American Sugar Refining | 447,900 | 366,000 |
| 77. C. Schmidt & Sons | 446,100 | 310,680 |
| 78. National Dairy Products | 443,600 | 148,900 |
| 79. Scott Paper Co. | 438,500 | 300,730 |
| 80. Hertz Corp. | 438,200 | 403,300 |
| 81. Atlantic Sales | 437,600 | 1,151,600 |
| 82. Chock-Full-O-Nuts | 432,100 | 17,260 |
| 83. Phillips-Van Heusen | 428,400 | 2,400 |
| 84. U.S. Rubber | 425,700 | 439,200 |
| 85. Eversharp Inc. | 418,900 | 1,410 |
| 86. Socony-Mobil Oil | 418,700 | 615,270 |
| 87. Standard Oil (Cal.) | 414,400 | 515,300 |
| 88. Beech-Nut Life Savers | 412,100 | 413,500 |
| 89. Block Drug | 409,900 | 98,480 |
| 90. Cities Service | 388,500 | 42,160 |
| 91. Pure Oil | 379,900 | 8,970 |
| 92. General Motors | 373,400 | 342,950 |
| 93. Greyhound Corp. | 363,400 | 5,810 |
| 94. J. Nelson Prewitt Inc. | 357,300 | 88,140 |
| 95. California Spray Chemical | 354,500 | 179,560 |
| 96. M. K. Goetz Brewing | 353,600 | 119,350 |
| 97. F. & M. Schaefer Brewing | 351,500 | 457,400 |
| 98. National Federation of Coffee Growers of Colombia | 350,800 | 122,830 |
| 99. B. F. Goodrich | 350,700 | 244,950 |
| 100. Quality Bakers of America Cooperative | 347,700 | 336,000 |

#A combination of $110,710 for American Oil, $402,910 for Standard Oil of Indiana and $11,580 for Utah Oil, all now encompassed by American Oil.

## *Spot Radio Off 4.7% in 1st Six Months*

NEW YORK, Aug. 30—National spot radio gross time billings dropped 4.7% during the first six months of 1961, according to estimates prepared by Price Waterhouse & Co. for the Station Representatives Assn. The figure for the first half of this year was put at $89,644,000, against $94,060,000 for the first half of 1960.

Lawrence Webb, managing director of the association, said that spot business had picked up during the second half of the year and predicted that the total take for 1961 will be a slight increase over the 1960 figure, $190,667,000.

■ Most of the loss came in the first quarter, which was down 7.9% on the basis of an estimate of $40,324,000 for '61 vs. $43,805,000 for '60. The sharpness of the slide was stayed during April-May-June, with this quarter off only 1.9%. Comparable second quarter totals were $49,320,000 for this year, against $50,255,000 last year. #

### *London Agency Taps Ruth West*

Ruth West, veteran New York copywriter, has been retained by Armstrong-Warden Ltd., London, as senior creative consultant. Miss West, who has held top copy positions with C. J. LaRoche & Co., J. Walter Thompson Co. and Young & Rubicam, will make several trips a year to London to work with the agency. Her appointment was announced by Anthony (Toby) Hyde, ex-New York agencyman who recently became deputy chairman and creative director of Armstrong-Warden.

### *'Bride's' Opens Office*

*Bride's Magazine* has opened a Pacific Coast sales office at 3921 Wilshire Blvd., Los Angeles 5, where Conde Nast Publications has its offices. The magazine has named Malcolm McHugh, previously with Duncan Scott & Co., San Francisco, as its representative. He will handle 12 western states, including Hawaii and Alaska, and western Canada. Blanchard-Nichols Associates previously represented *Bride's* in the area.

### *American Heritage Taps Two*

Marjorie Dyer, for the past eight years circulation director of *Fortune* and *Architectural Forum*, New York, has been appointed vp and sales director of American Heritage Publishing Co. Miss Dyer replaces Richard V. Benson, who resigned to form his own consulting company. Fred Kellam, formerly assistant to Mr. Benson, has been named circulation manager.

### *'Campus Illustrated' Bows*

*Campus Illustrated*, a national monthly for college students, published nine months of the school year, has appeared. Cost of a one-time b&w page is $500. Color charges are $100 extra for black plus publisher's choice, and $125 for advertiser's choice. Third and fourth colors are on request from the magazine, which is located at 805 15th St. NW, Washington 5.

### *Co-Ordinated Adds One*

Tidy House Paper Products, Brooklyn, manufacturer of household paper items, has appointed Co-Ordinated Marketing Agency, New York, to handle national marketing services. Sheldon Fredericks Advertising Associates, New York, will continue to handle advertising.

### *Charles W. Hoyt Elects Four*

A. W. Fargo Jr., vp of Charles W. Hoyt Co., New York, has been elected exec vp, a new post. The agency has also elected three new vps: Jack R. McCormack, assistant to the president, and William A. Baumert and Raymond M. Anrig, both account executives.

### *Blatt to Delehanty, Kurnit*

Mike Blatt, freelance designer and art director, has joined Delehanty, Kurnit & Geller, New York, as an art director.

### *BBDO Elects Bunch a VP*

John T. Bunch, a management supervisor of Batten, Barton, Durstine & Osborn, New York, has been elected a vp.

# Irked Florida Citrus May Not Invite BBDO Again

(Continued from Page 3)

last week (AA, Aug. 28) said "there was not enough time to do the kind of job Gardner would want to do."

That left Campbell-Ewald Co.; Grant; Lennen & Newell; and B&B in contention.

But Mr. Brower's comments rankled with the citrus men.

Mr. Hopkins scored his "lecture" as "presumptuous and most uncalled for." He said that "the manner of BBDO's withdrawal," and "Mr. Brower's sanctimonious sermon to the Florida Citrus Commission reeks of more than the love of one agency for another.

"As a matter of fact," continued Mr. Hopkins, "considering the controversial implications of the situation, Mr. Brower only succeeded in making a difficult situation more difficult for B&B, in embarrassment to the chairman of [the commission] and in stirring considerable agitation in the breasts of a good many citrus growers, as well as the governor of the state of Florida.

■ "Had Mr. Brower quietly withdrawn in favor of B&B, his noble decision could have gone unquestioned. The fact that the whole story was obviously in the hands of trade media several hours before the withdrawal was received by the commission seems to indicate that Mr. Brower desired more than anything else to use the citrus industry as a podium for some purpose other than competition for the account."

That Mr. Brower should decide to withdraw after agreeing to make a presentation, said Mr. Hopkins, was "well within his prerogative." He added that the account was "nothing new to BBDO, or, for that matter, to JWT. Nothing has changed in the past six years regarding the ground rules laid down by the commission. Both JWT and BBDO knew these rules long before they agreed to make presentations this year.

"It is interesting to note BBDO withdrew in favor of JWT six years ago," said the exchange industrial director. "As for JWT, the issue was probably resolved because they didn't think they could recapture the account from B&B."

■ He said, "While it can be argued that competitive presentations are not the best way in the world to hire an agency, experience has indicated that the citrus commission, a state agency, can best satisfy the huge Florida citrus industry by employing its agency in such a manner.

"In the final analysis, the commission will in all probability do a commendable job in the selection of its agency. Inasmuch as the industry itself pays for its advertising, it is extremely doubtful that it is yet ready to accept policy direction from either Mr. Brower or his counterparts."

Mr. Hopkins also took issue with an editorial in the Aug. 28 issue of Advertising Age. Repeating some of the editorial's words which interpreted Mr. Brower's stand, the citrus executive said:

"We hope you'll pardon us for considering Mr. Brower's methods somewhat less than 'generous, rare, realistic and refreshing.' We agree that the [commission] might 'do well to ponder it,' and we expect they'll remain skeptical, with considerable support from the citrus growers they represent."

■ The Hopkins blast was the second directed at the BBDO president within the past week. In a special commission meeting called Aug. 25, to review the over-all agency situation, the group's chairman, Key Scales Jr., spent nearly 30 minutes raking BBDO and Mr. Brower for his "snide remarks."

Mr. Scales said the commission's "integrity had been attacked, in effect," by the reference to "an uninformed minority" in BBDO's "bombshell" withdrawal.

He reiterated that the group's selection of a shop was "not a political matter," and that the state government does not interfere.

"I want to clear the air of political charges and implications," he said. It was understood that some Florida newspapers had thought BBDO's change of heart was caused by political hanky-panky.

Mr. Scales dealt repeatedly with the subject of "ethics" and said that any telegraphed reference to B&B being "worthy" was "a waste of money, because the industry already knows B&B has been doing a good job."

■ It was also learned that Mr. Scales held a phone conversation with Mr. Brower prior to the meeting. It prodded the following wire from the BBDO head: "Please be assured that reference to a 'prejudiced and often misinformed minority' was made without knowledge of, or reference to, the Florida Citrus Commission. It was merely a general statement about what has been happening in many agency changes."

Mr. Scales answered: "I am relieved to learn that you don't consider me as a prejudiced or uninformed minority. It is too bad you didn't clarify this in your Advertising Age release." #

### *Florida Looks Okay to Brower*

New York, Aug. 31—Charles H. Brower, BBDO president, said he had "no reaction" to Mr. Hopkins' letter. "That's the way he feels. He's a free American in a free country.

"Obviously," he continued, "someone must have been hurt by this thing. I guess some of those guys down there all kept their valves on until this guy blew his top. Frankly, I keep hoping this situation will go away. Instead, it keeps walking around.

"You know, I've been thinking for some time about owning a home in Florida. There haven't been any negotiations yet; just looking around. I like the state, and I'd like to go there—if the governor and the rest of them will let me come down," said Mr. Brower.

### *Frontier Airlines Moves to Tool & Armstrong*

Frontier Airlines, Denver, has switched its $200,000 account from Rippey, Henderson, Bucknum & Co. to Tool & Armstrong Advertising, effective Oct. 1. Both are Denver agencies.

Dan Brock, ad manager of the airline, said, "We are changing agencies but not changing the program. We will go after a larger slice of the tourist travel and will continue with the 'Visit the U.S.' program." He declined to say why the change was made.

### *D&C Elects Ryan to Board*

James F. Ryan, a vp and account supervisor at Donahue & Coe, New York, has been elected a member of the board of directors.

WINGS FOR MID-AMERICA—*North Central Airlines, Minneapolis, will run six newspaper ads (of which two are shown here) in about 86 midwestern cities from September through November. The campaign is in addition to regularly scheduled advertising. Klau-Van Pietersom-Dunlap is the agency.*

# Tatham-Laird Gets Entire Butter-Nut Coffee Account

(Continued from Page 1)

duction this fall.

The decision to put all Butter-Nut coffee billing in a single agency was made to effect economies by removing duplication of effort, according to Gilbert C. Swanson, president of Butter-Nut Foods. He said the dual agency arrangement "created a severe time problem for our advertising department and our executive staff concerned with total marketing."

■ Tatham-Laird's work with the company dates to 1950, when it was chosen to handle Swanson frozen foods advertising. Swanson merged with Campbell Soup in 1955. D'Arcy came into the advertising picture in 1959, when it was assigned the territory west of the Rockies for Butter-Nut.

In July of this year, Butter-Nut merged with Duncan Coffee Co., Houston, and it was said that no changes in corporate structure or distributor lineups would result. Duncan's agency is Clay Stephenson Associates, Houston. In 1960, Butter-Nut bought Thomas J. Webb Coffee Co., Chicago, and switched this account from Lilienfeld & Co. to Tatham-Laird. #

# Hazel Bishop, Lanolin Plus Plan Merger

(Continued from Page 10)

Plus will make any changes in its Daniel & Charles relationship, the adman said.

Mr. Spector felt that considerable economies would take place in sales, administration and manufacturing as a result of the impending merger, although he said two sales staffs would be maintained under the one management. He said he and the Lanolin Plus people have been friendly for several years.

Earlier this year, Lanolin Plus was in conversation with Chesebrough-Pond's and at the Chesebrough annual meeting that company stated categorically that it had no plans to buy Lanolin Plus.

■ At Hazel Bishop's delayed annual meeting held Aug. 1, it was learned that the financial interests brought into the company three years previous by Daniel Van Dyk were dropping out of the picture (including Mr. Van Dyk, who was chairman and chief executive officer) and Mr. Spector was again taking active, voting control of the company's affairs.

Last week, resignation of four directors: David B. Charnay, Charles Maybruck, George Rupple and Julius Epstein, was reported, and in their place Raymond Meffen, Matthew Middleton, Henry L. Sondheim and Milton E. Mermelstein were elected. Messrs. Meffen and Middleton are Hazel Bishop vps. Mr. Sondheim is president of U.S. Teleservice Corp. and is Mr. Spector's son-in-law. Mr. Mermelstein is Mr. Spector's personal attorney. These four may be considered interim directors, pending approval of the merger. #

### *Ford Boosts Swan*

Harry L. Swan has been appointed advertising manager of the Autolite division of Ford Motor Co., Ypsilanti, Mich. Mr. Swan was formerly with Ford's marketing division.

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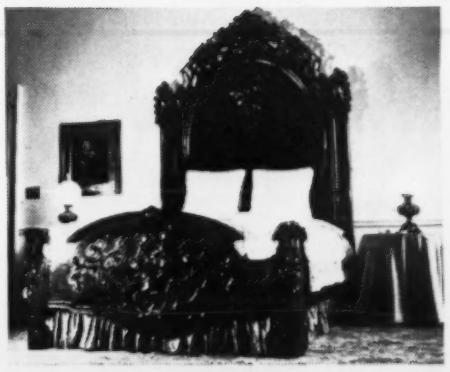

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